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Handler et al.

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- (54) **SUBSCRIPTION SERVICES AWARDS** 2009/0216633 A1* 8/2009 Whitsett G06Q 30/02
705/26.1
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726/9
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H04L 9/40 (2022.01)
G06Q 50/12 (2012.01)
G06Q 50/14 (2012.01)
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CPC **G06Q 10/02** (2013.01); **G06Q 50/12**
(2013.01); **G06Q 50/14** (2013.01); **H04L**
63/0807 (2013.01)
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CPC G06Q 10/02; G06Q 50/12; G06Q 50/14;
G06Q 30/00; H04L 63/0807
See application file for complete search history.

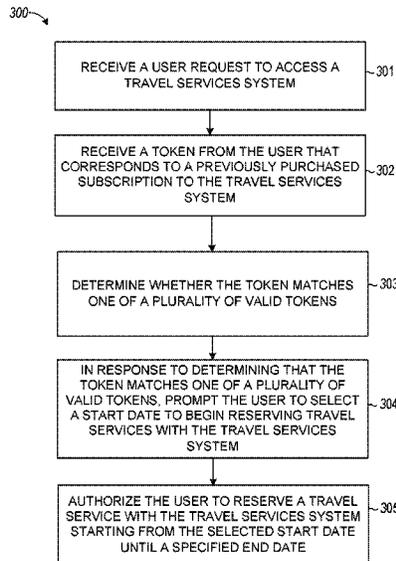
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(57) **ABSTRACT**

Systems and methods are disclosed for providing a subscription service award. The systems and methods perform operations including receiving a user request to access a travel services system; receiving a token from the user that corresponds to a previously purchased subscription to the travel services system; determining whether the token matches one of a plurality of valid tokens; in response to determining that the token matches one of a plurality of valid tokens, prompting the user to select a start date to begin reserving travel services with the travel services system; and authorizing the user to reserve a travel service with the travel services system starting from the selected start date until a specified end date.

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20 Claims, 7 Drawing Sheets



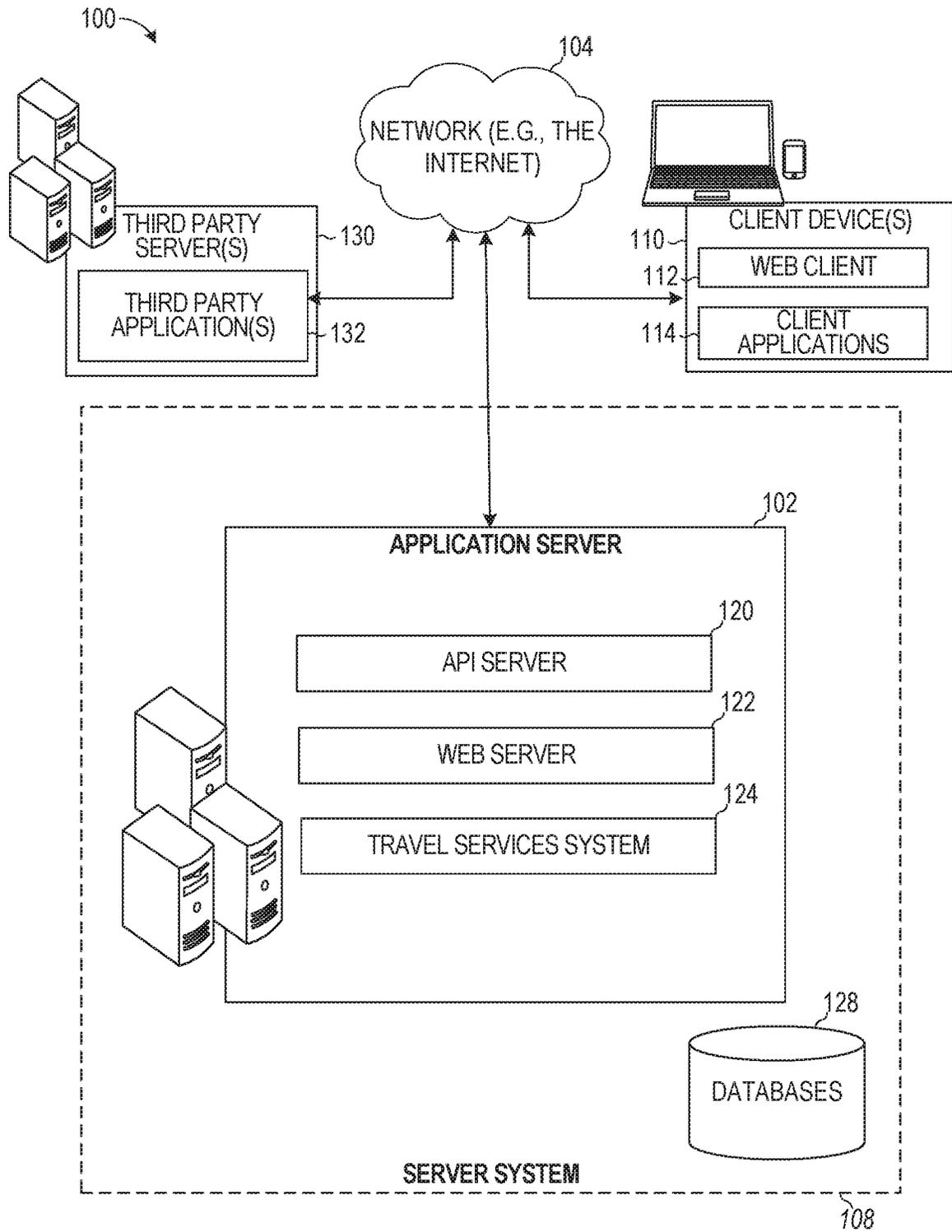


FIG. 1

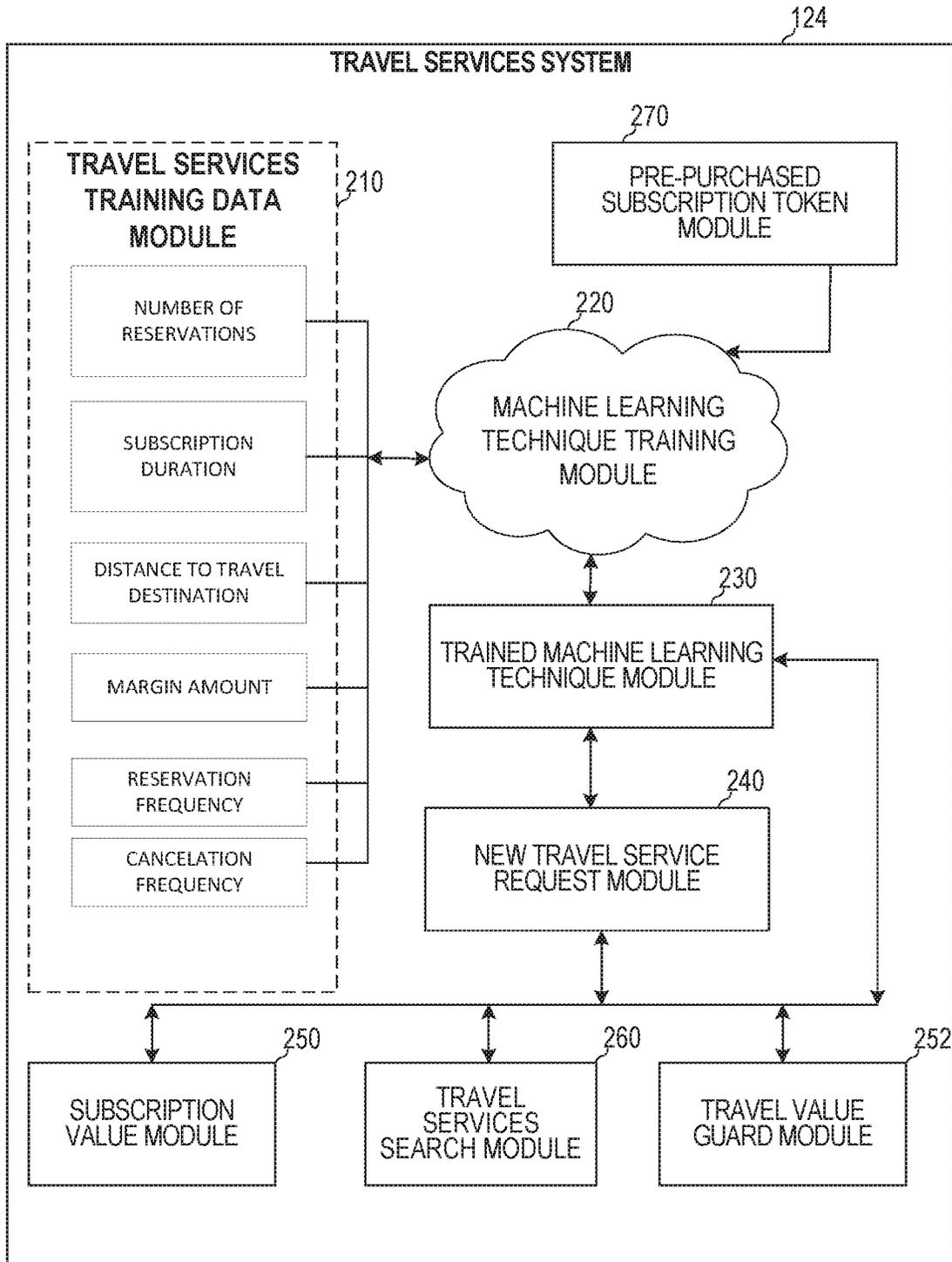


FIG. 2

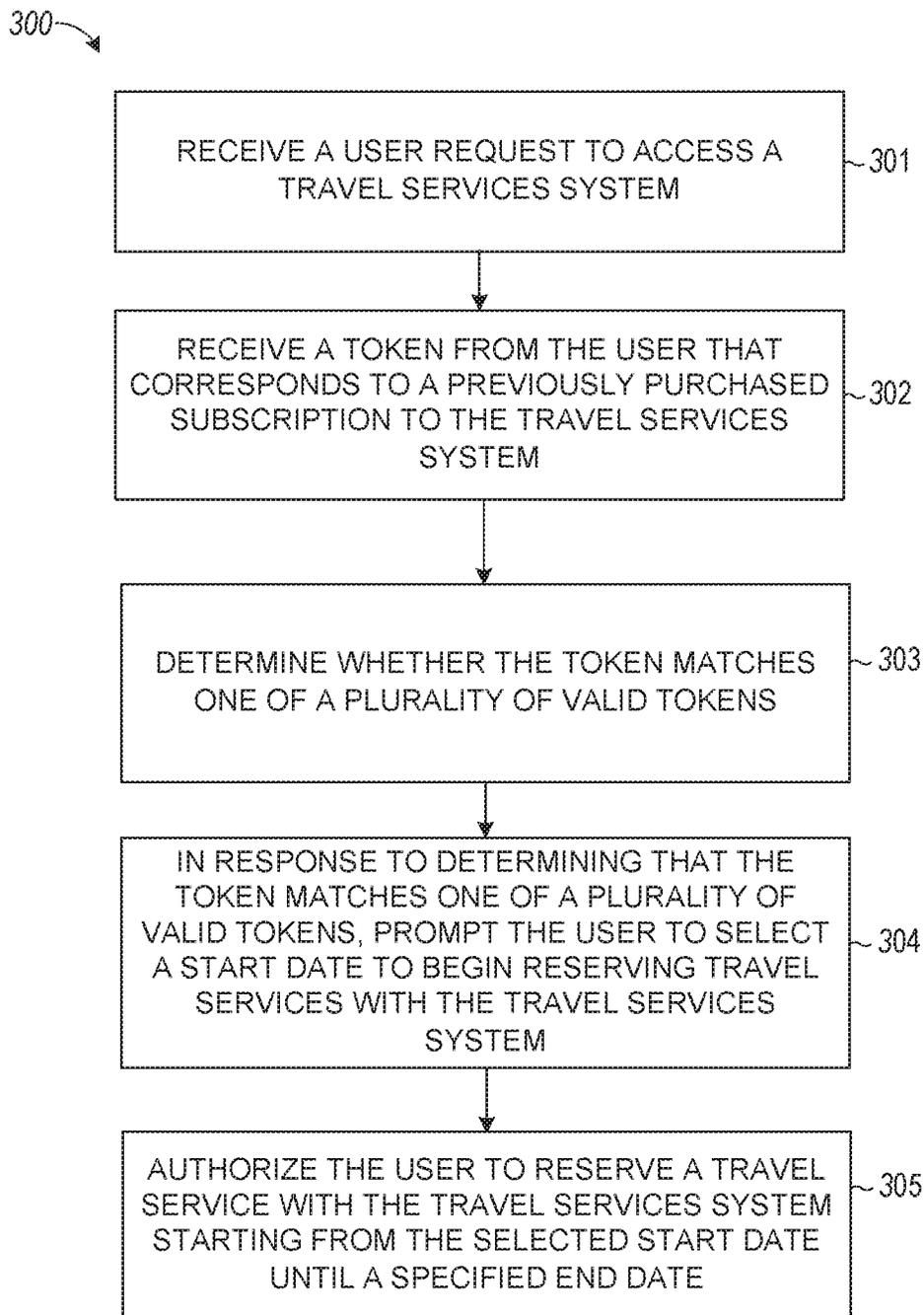


FIG. 3

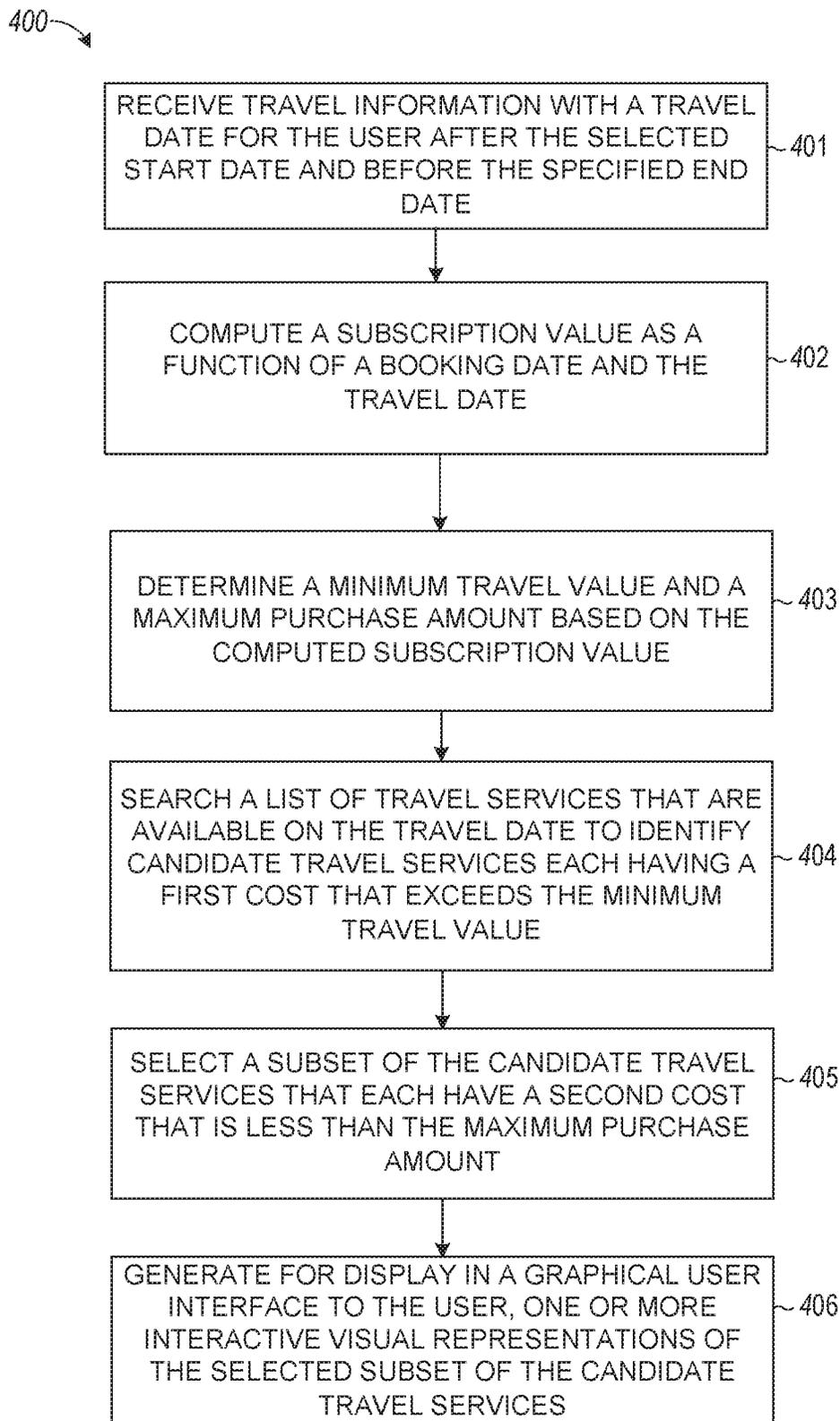
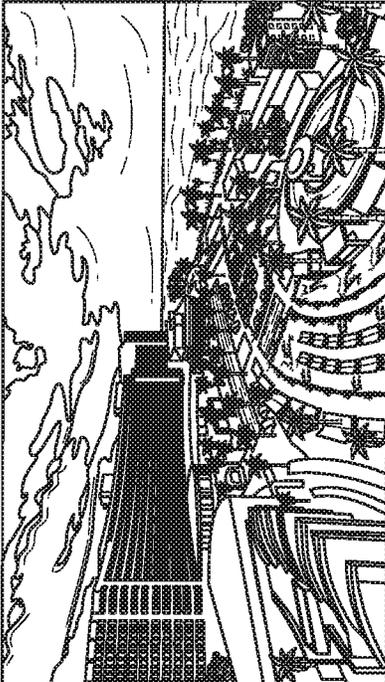


FIG. 4



510
512

Hi Julie, please enter your subscription token:

Token Valid for 60 day subscription!!

Please enter start date for reserving travel services 514

Travel From 12/22-12/28 501

Overview Accommodations Reviews 503

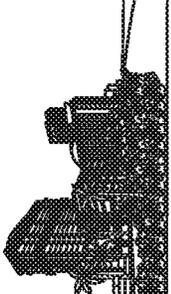
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Rooms/Suites <input type="radio"/>		3 Room/Suites worth \$3500
Bedrooms		
<input type="checkbox"/> 1 Bedroom (6)		
<input type="checkbox"/> 2 Bedrooms (2)		
<input type="checkbox"/> 3 Bedrooms (3)		
Amenities		
<input type="checkbox"/> Air Conditioning (11)		
<input type="checkbox"/> Beach Access Within Walking Distance (11)		
<input type="checkbox"/> Children's Programs (3)		
<input type="checkbox"/> Dining within Walking Distance (11)		
<input type="checkbox"/> Fitness Center On Site (8)		
		1 Hotel south Beach Miami/South Beach, Florida
		Miami/South Beach, Florida

FIG. 5

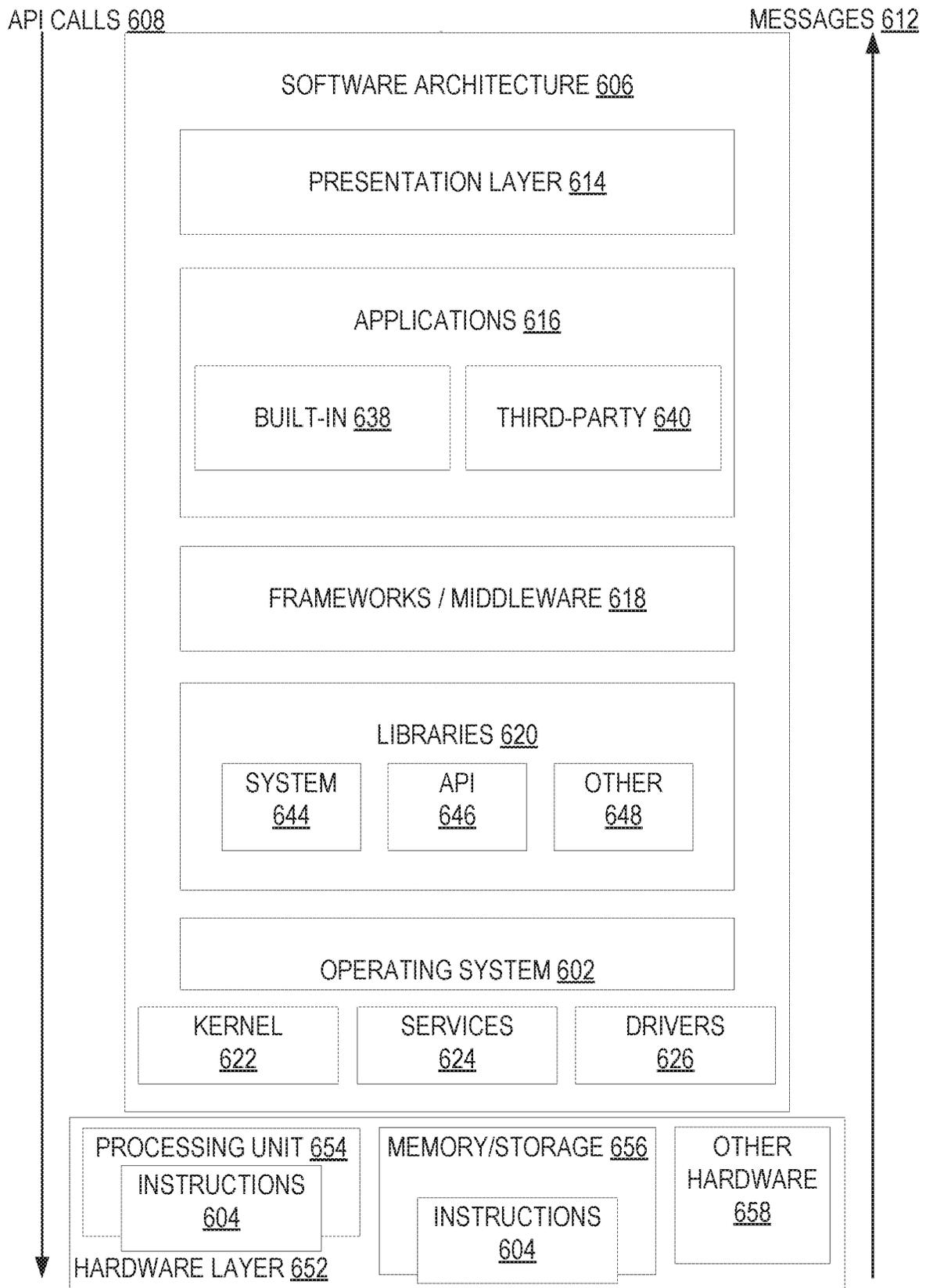


FIG. 6

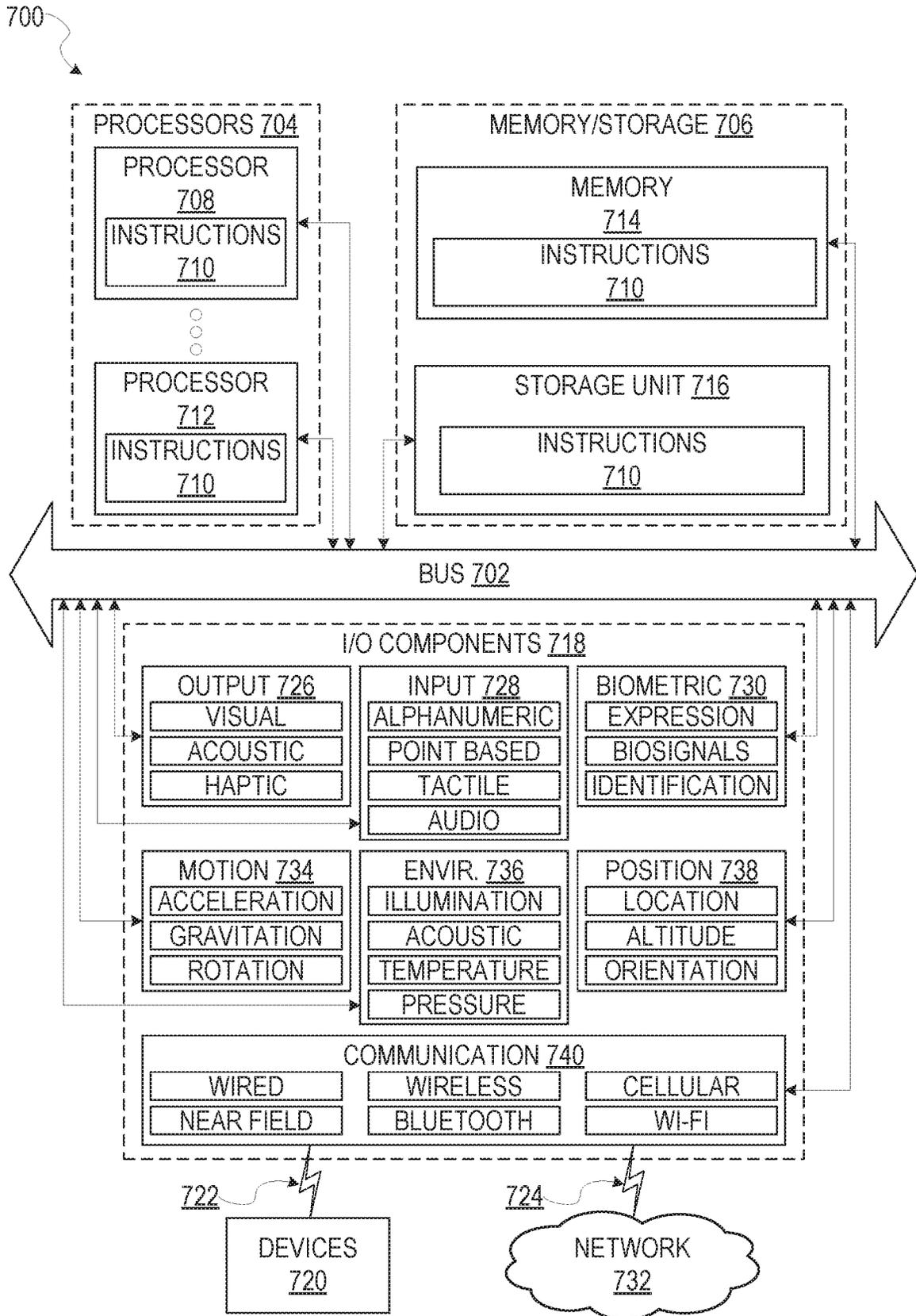


FIG. 7

SUBSCRIPTION SERVICES AWARDS

BACKGROUND

Web-based travel services systems allow a user to search through various travel services available by multiple providers. A user can specify a destination and travel time frame to find matching hotels, rental cars, and airfares along with their corresponding costs. The user can sort the results by price, type and availability of the travel service. After the user finds a suitable hotel, rental car, or airfare, the user can utilize the web-based travel services to reserve the hotel, rental car, or airfare.

BRIEF DESCRIPTION OF THE DRAWINGS

Various ones of the appended drawings merely illustrate example embodiments of the present disclosure and should not be considered as limiting its scope.

FIG. 1 is a block diagram illustrating a networked system for a subscription-based travel service, according to some example embodiments.

FIG. 2 illustrates a travel services system, according to some example embodiments.

FIGS. 3-4 illustrate flow diagrams of processes of the travel services system, according to some example embodiments.

FIG. 5 is an illustrative graphical user interface of the travel services system, according to some example embodiments.

FIG. 6 is a block diagram illustrating an example of a software architecture that may be installed on a machine, according to some example embodiments.

FIG. 7 illustrates a diagrammatic representation of a machine, in the form of a computer system, within which a set of instructions may be executed for causing the machine to perform any one or more of the methodologies discussed herein, according to an example embodiment.

DETAILED DESCRIPTION

The description that follows includes systems, methods, techniques, instruction sequences, and computing machine program products that embody illustrative embodiments of the disclosure. In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide an understanding of various embodiments. It will be evident, however, to those skilled in the art, that embodiments may be practiced without these specific details. In general, well-known instruction instances, protocols, structures, and techniques are not necessarily shown in detail.

Users typically spend a great deal of time and effort making travel arrangements, such as looking for hotels, airfares, and car rentals that are within their budget. Existing travel sites allow a user to input various travel criteria, such as travel dates and destinations, to search for all the available hotels, airfares, and car rentals that match the travel criteria. The existing travel sites also allow the user to sort and filter results based on a specified cost. While such existing travel sites generally work well for making travel arrangements, there is often a large disparity among cost and availability for the same or similar hotels, airfares, and car rentals across different travel sites. This ends up burdening the user, as the user has to search through the available options across multiple travel sites to make sure he or she gets the best price within their budget. Searching through multiple travel sites

takes a great deal of time and effort and forces the user to navigate through multiple pages of information and manually compare results to make travel arrangements. Even still, the travel arrangements the user finally settles on may not provide the user with the best available options for their budget.

In addition, once a user finally finds a desired travel service, reserving the travel service requires the user to complete a checkout process by navigating through many checkout screens. For example, the user has to first select the desired travel service, then input various personal information on another screen, then navigate to a payment screen to provide payment information, and finally, the user can confirm reservation for the desired travel service in a confirmation screen. This further adds to the inefficient use of system resources for making travel service reservations using traditional systems and further wastes a user's time and effort.

Some subscription-based travel services allow a user to reserve travel services for a fixed monthly or annual subscription cost. However, users who are unfamiliar with such subscription-based travel services may not be interested in trying out the travel services. Thus, while the subscription-based travel services could benefit a great deal of users, exposing users to such subscription-based travel services can be challenging.

The disclosed embodiments improve the efficiency of using an electronic device by providing an improved way to expose users to subscription-based travel services to provide a better way for users to conduct travel, such as by making travel arrangements using the subscription-based travel service. The subscription-based travel service, according to the disclosed embodiments, allows a user to search for travel services and make reservations for travel services (e.g., such as hotels, rental cars, airfares, homes/residences, experiential travel, guided tours, cruises, train fares, private aviation, "glamping," bespoke travel, event-based travel, and/or space travel) for a fixed annual or monthly subscription fee. The disclosed embodiments generate tokens that correspond to pre-purchased subscriptions to the travel services system. A new user or an existing user can receive the token (e.g., as part of a promotion or award) and can apply the token to the travel services system. After applying the token and verifying its validity (e.g., the token is not expired or is not fraudulent), the user can select a start date on which to begin the subscription to the travel services system. Then, based on a specified duration (e.g., 60 days) associated with the token, the disclosed embodiments compute an end date for the user's subscription. The user is then authorized to make an unlimited number of reservations for travel services without having to consider budgetary constraints starting from the selected start date and ending on the computed end date. While certain embodiments are described with reference to travel services, similar functionality can be applied to sporting event tickets, event tickets, concert tickets, entertainment tickets and restaurant reservations. In such cases, a subscription service can be provided that allows a user to pay a monthly or annual subscription fee and make an unlimited number of reservations for sporting event tickets, event tickets, entertainment tickets, concert tickets, and restaurant reservations without having to consider budgetary constraints.

According to some embodiments, users can purchase tokens with specified subscription durations of same or different amounts. In response to receiving a user request to purchase a token, a token is generated. For example, an alphanumeric sequence, bar code, image, or video is created

and stored and a specified duration is associated with the token. The token is provided to the user and can be associated with an expiration window of 12 months. After the token is unused by a user (e.g., if a subscription is not activated or started using the token) within the expiration window, the token becomes invalid. The user can gift, send, or sell the token to another user or can use the token themselves. The token can be input to the travel services system to begin a subscription to the travel services system on a user selected start date and ending on a date that is computed based on the specified subscription duration associated with the token. In some embodiments, a collection of tokens (e.g., 10 tokens) can be generated for a fixed fee. Each of the tokens in the collection may be associated with the same specified subscription duration. The tokens can be distributed to one or more users (e.g., as part of a reward or promotion) so the users can try out or use the travel services system.

According to some embodiments, after a user activates their subscription, the travel service automatically identifies, curates, and generates a predetermined list of all of the best available travel service options for a specified travel period and destinations from which the user can select based on the user's estimated subscription value as a function of the booking start date (e.g., the date on which the user views and selects to reserve a given travel service) and the travel date (e.g., the date on which the selected travel service begins, such as the first night at the hotel). In this way, the amount of time and effort the user has to spend searching for travel services that meet the user's budget are significantly reduced. Also, by providing a single interface and travel site for making travel arrangements that automatically take into account various travel service costs in providing travel services options to the user, the number of steps, pages, and interfaces the user has to navigate through to make travel arrangements are reduced. This provides a better way for a user to consume travel. Namely, the user does not need to search through multiple travel sites and pages of information to find travel arrangements that satisfy the user's needs.

After the user activates their subscription, to automatically provide the user with the list of available travel services, the disclosed embodiments receive travel information (e.g., automatically, before the user requests to view a curated list of travel service options or in response to the user specifying the travel information) with a travel date that is after the selected subscription start date and before the specified end date and, in response, compute a subscription value as a function of a booking date and the travel date.

A list of travel services that are available on the travel date is searched to identify candidate travel services that each has a first cost (e.g., a cost available through a publicly available database or travel site) that exceeds a previously computed minimum travel value of the subscription value of the user. Then, a subset of the candidate travel services that each have a second cost (e.g., a cost available exclusively to subscribers of the travel service via the subscription travel services system database) that is less than a maximum purchase amount is selected and generated for display to the user in a graphical user interface using one or more interactive visual representations. A given one of the displayed visual representations can be selected by the user to instruct the system to automatically reserve the travel service associated with the selected visual representation. Reserving a desired travel service can be performed very quickly and efficiently by selection of a reservation option. Reserving the desired travel service can be performed without navigating through multiple checkout and payment screens as the payment and

user information needed to reserve the travel service is performed using the subscription information and subscription payments the subscriber makes. Specifically, the disclosed embodiments, store ahead of time various personal information about a user in a user profile and receive subscription payments from the subscribers. In this way, the disclosed embodiments can very quickly automatically reserve and pay for a user selected travel service using the previously stored personal information and the previously provided subscription payments avoiding the need to navigate the user through a checkout process.

FIG. 1 is a block diagram illustrating a networked system 100 for a subscription-based travel service, according to some example embodiments. The networked system 100 includes one or more client devices such as client device 110. The client device 110 comprises, but is not limited to, a mobile phone, desktop computer, laptop, portable digital assistants (PDA), smart phone, tablet, ultrabook, netbook, laptop, multi-processor system, microprocessor-based or programmable consumer electronic, game console, set-top box, computer in a vehicle, or any other communication device that a user may utilize to access the networked system 100. In some embodiments, the client device 110 comprises a display module to display information (e.g., in the form of graphical user interfaces). In further embodiments, the client device 110 comprises one or more of touch screens, accelerometers, gyroscopes, cameras, microphones, global positioning system (GPS) devices, and so forth. The client device 110 may be a device of a user that is used to access and utilize subscription-based travel services via a travel services system 124 implemented by an application server 102.

For example, the client device 110 may be used by a user to navigate to a website of the travel services system 124. In some embodiments, the client device 110 may include a dedicated travel services system 124 application with the same or similar functionality as the website. After accessing the website or the application on the client device 110, the user inputs personal information (e.g., name, address, phone number, payment information, geographical location, home address, and so forth) to access the travel services system 124.

In some embodiments, access to the travel services system 124 requires a subscription fee to be paid. The subscription fee is paid monthly but can be paid on any other periodic interval (e.g., weekly, daily, every other month, annually, lifetime, and so forth). In some embodiments, the subscription to the travel services system 124 can be of a temporary duration based on a previously purchased subscription token. For example, a subscription token that enables access to the travel services system 124 for a predefined period (e.g., 60 days) can be provided to a user. The user selects a date on which to start the subscription (e.g., the date on which a first or initial travel reservation can be made by the user) and based on a specified duration associated with the token, provided by the user, the travel services system 124 computes an end date for the subscription. After subscribing to the travel services system 124 using the token and/or by paying a periodic subscription fee, the user is provided with login credentials that can be used to navigate and browse available travel services on the travel services system 124 and reserve or book travel services. For example, the user can access the travel services system 124 to browse hotel rooms available in various luxury categories in a selected geographical location on a particular date or range of dates. In some embodiments, the range of dates or

particular date on which the user can browse and reserve hotel rooms is limited to be within the start and end date.

In some embodiments, the client device **110** presents a graphical user interface with data entry regions allowing the user to input a subscription token and/or select a subscrip- 5
tion start date. In some embodiments, after the user activates their subscription and during an active the portion of the subscription period (e.g., the period between a selected start date and a computed end date), the client device **110** presents a graphical user interface with data entry regions allowing 10
the user to select from a predefined list of travel destinations (e.g., at various geographical locations) available on a travel date input by the user that is between the start and end dates.

In some embodiments, the graphical user interface allows the user to manually type in a name of a desired geographical 15
location destination and the desired travel date (e.g., the date the user plans to take the trip and consume the travel service). As the user types in the name of the desired geographical location destination, the travel services system **124** searches through travel destinations available on the 20
travel date that are at the desired geographical location(s) and presents the available travel destinations to the user for selection. In some cases, the list of travel services that are presented to the user are selected based on a likelihood that the user will consume (e.g., reserve or book) the travel 25
services.

In response to receiving a user selection of one or more of the travel destinations, prior to or during selection of the destination, the client device **110** presents a data entry region for the user to input a specific travel start date (e.g., an 30
arrival date at the hotel) and a number of days for the trip. In some embodiments, the list of available travel services is automatically searched for on a daily basis without receiving the user selection of the travel destination and/or travel start date. The travel services system **124** retrieves subscription 35
information for the user specifying the amount the user pays on a monthly or other periodic basis.

In some embodiments, when the user activates a subscrip- 40
tion using a subscription token, the travel services system **124** computes estimated subscription information for the user specifying an estimated amount the user would have paid on a monthly or other periodic basis for the given subscription. In some embodiments, the estimated subscrip- 45
tion amount is computed based on a price paid for the subscription token divided by the specified duration associated with the token. For example, the token may enable access to the travel services system **124** for a period of 60 days and may have been purchased for \$2,000. In such cases, the travel services system **124** computes the estimated 50
subscription amount to be \$1,000 (\$2,000/2 months). The travel services system **124** may compute an estimated daily subscription amount by dividing \$2,000 by 60 days. In some embodiments, the estimated subscription amount is computed based on an average, minimum, or maximum amount 55
paid by one or more other subscribers of the travel services system **124** on a periodic basis to receive the same travel services as those provided to the user accessing the system using the subscription token.

Using the subscription information, the travel services system **124** computes one or more subscription values as a 60
function of the booking date and the travel date. The booking date may be computed based on the current date on which the user selection of the travel destination is received and/or the current date on which a list of travel services is searched and curated.

The travel services system **124** utilizes the subscription value and a value guard to search for travel services that

satisfy the subscription value and the value guard. The value guard is used as a filter of travel services to ensure that the travel service options presented to the user have a cost and/or value that satisfies a minimum travel value amount 5
and does not exceed a maximum purchase amount corresponding to the estimated or computed subscription value.

After activating the subscription to the travel services system **124** (e.g., using the subscription token), the travel services system **124** provides matching travel services 10
results to the client device **110** for presentation in the graphical user interface using one or more interactive visual representations. The graphical user interface of the client device **110** may be utilized to access reviews, comments, and additional information for each of the travel services 15
represented by the interactive visual representations. In some cases, travel services that are presented to the user on the client device **110** may be ranked or sorted based on whether a given user is subscribed to the travel services system **124** using the subscription token or by paying a 20
periodic fee. As an example, a first travel service that may be more desirable (e.g., a hotel that may be associated with higher rate category in a same location as another hotel) may be ranked higher (and presented at a higher position in the list) than a second travel service for a first user who is 25
accessing the travel services system **124** using an subscription token. At the same time, the first travel services may be ranked lower than the second travel services for a second user who is accessing the travel services system **124** by 30
paying a periodic fee. Accordingly, the first travel service may be presented at the top of the list of travel service results presented to the first user and may be positioned at the bottom of the list of travel services presented to the second user, or may not be presented at all to the second user. Alternatively, the first travel service that may be more 35
desirable (e.g., a hotel that may be associated with higher rate category in a same location as another hotel) may be ranked lower (and presented at a higher position in the list) than a second travel service for a first user who is accessing the travel services system **124** using an subscription token. At the same time, the first travel services may be ranked 40
higher than the second travel services for a second user who is accessing the travel services system **124** by paying a periodic fee. In this way, two different users may be presented the same set of results of travel services but in 45
different ways (e.g., different rankings or organization) based on their subscription types.

The client device **110** receives a user input selecting one of the interactive visual representations for a travel service and communicates the selection to the travel services system 50
124. The travel services system **124** automatically reserves the travel service (e.g., holds and pays for a room at a hotel) corresponding to the selected interactive visual representation. The client device **110** may present a confirmation page to the user informing the user of the travel service that has 55
been reserved and the travel start date.

In some implementations, the travel services system **124** may limit the number of concurrent travel services the user can reserve. For example, the travel services system **124** may allow the user to select only one travel service reser- 60
vation at a time, such that the user is prevented from searching for and/or reserving additional travel services until the currently selected travel service that has been reserved expires or is canceled. As another example, the travel services system **124** may only allow the user to reserve three 65
travel services at a time, such that when one of the three travel services expires, the user can reserve an additional travel service. Namely, after the start and end dates for the

travel service elapse indicating that the user has utilized the travel service, the client device **110** may allow the user to search for additional travel services to reserve in a similar manner as before if the user's subscription is still active (e.g., if the travel services is searched for between the start and end dates of the subscription). Alternatively, the user can navigate to a cancellation page or graphical user interface using the client device **110** and cancel any reservations previously selected within a cancellation window (e.g., within 72 hours prior to the travel start date). In response to receiving a user request to cancel the travel service, the travel service system **124** may cancel the reservation and the client device **110** may allow the user to search for a new travel service in a similar manner as before.

In some embodiments, the travel services system **124** provides an improved way to expose users to a subscription-based travel system for users to consume travel. The travel services system **124** performs such improved techniques in various phases or steps. Initially, the travel services system **124** provides a user with limited access to the travel services system **124** using a subscription token associated with a specified subscription duration. The subscription token can be pre-purchased by the user, an organization or a friend and delivered to the user as an award, gift or promotion. The user uses the subscription token to select a start date to receive access to and start reserving travel services with the travel services system **124**. In the next phase or step, the travel services system **124** generates an inventory of travel services by searching travel destinations across a range of dates or specific dates throughout the year between the start and end dates of the user's subscription. The travel destinations are searched from publicly available information sources (e.g., databases of other travel sites available to non-subscribers of the travel services system **124**), by direct access to a predetermined set of travel services, third party sources, proprietary sources, and travel services that have direct relationships and contracts for travel services with the travel services system **124**. The travel destinations are searched periodically (e.g., nightly or weekly) using various combinations of travel dates and destinations. The search returns travel services available at various dates throughout the world and includes the total cost for consuming the travel services on the particular combination of dates along with the cancellation policy of each travel service. The cancellation policy may indicate the fee for canceling the travel service once booked which may be free or a nominal charge. As a result, the output of phase one or step one is a collection or database of tens of millions of combinations of travel services (and travel service types), at different ranges of travel start dates, with corresponding prices or costs, and with corresponding cancellation policies.

In the next step or phase, the collection of the travel services identified in the previous phase is curated or filtered in accordance with one or more rules. Specifically, any, all, or a combination of the information associated with each travel service (e.g., the travel start dates, the prices, the travel service type, the destination, the transportation criteria, and the cancellation policy) is analyzed and compared with the one or more rules to exclude and select a list of candidate travel services. In an embodiment, the rules include various criteria (e.g., the booking date or date on which the reservation for a given travel service is made or requested, the price with taxes and fees (cost of the reservation), which are used to curate or filter the collection of travel services. The rules may vary between users of the travel services system **124** as different users are in geographically disparate locations.

Specifically, the rules consider how much the travel services system **124** is willing or allowed (e.g., the maximum purchase amount) to spend for a given travel service which is leveraged against how far in advance the reservation is being made (e.g., the difference between the booking date and the travel start date). The maximum purchase amount may be computed based on various factors including payments received (e.g., the amount a subscriber will actually end up paying from the booking date to the travel date and an amortized amount by week of the subscriber's subscription cost and/or the estimated subscription value of a user who subscribed to the travel services system using a subscription token). Namely, one or more maximum purchase amounts may be computed to be used as a basis for filtering the travel services based on cost.

In some cases, the amount the subscriber will actually end up paying may be computed by determining how many subscription cycles or how many payments will be collected between the booking date and the travel start date. In some cases, the amount of the subscription can be estimated based on the cost of the subscription token used and the specified duration of the subscription token and/or an estimated amount paid by subscribers who pay a periodic fee for the subscription services. For example, a subscriber may have a subscription that is activated on the first of the month and may be determined to have an estimated monthly cost that would have been paid on a first day of every month. The booking date may be in the middle of a given month and the travel start date is 2 months from the booking date. In such cases, the subscriber will have payed 2 cycles of subscription fees—two monthly payments—by the time the trip starts. The amortized amount is less granular and represents on a repeated time interval (e.g., daily, monthly, weekly, hourly) basis how much the subscriber would end up paying. The maximum purchase amount is then offset by a margin (weight) which may be positive or negative. The margin (weight) may vary based on how far in advance the reservation is being made (e.g., the difference between the booking date and the travel start date). In some cases, the margin may be greater for subscribers who pay a periodic subscription fee than subscribers who access the system using a subscription token for a limited duration. This causes improved or more desirable travel services to be presented to subscribers who access the system using a subscription token for a limited duration than those subscribers who pay a periodic subscription fee. This incentivizes the subscribers who access the system using the subscription token to become subscribers who pay the periodic subscription fee after their subscription time ends (e.g., after the end date of their subscription). The margin may vary based on the type of travel service being booked or reserved. For example, the margin may be greater for travel services that include or relate to cruises and smaller for travel services that include or relate to homes/residences.

The travel services system **124** computes a minimum travel value representing the maximum a given user would be willing to pay for the travel service. This may be computed as a percentage (e.g., 80%) of the amount the subscriber would have paid by the time the trip begins. Specifically, the amount is a percentage of the number of subscription cycle payments the subscriber would have made by the travel start date starting from the booking date. This amount is used to remove any travel services that have a cost that is less than the minimum travel value as the subscriber can shop those travel services independently of being a subscriber to the travel services system **124**. The travel services system **124** eliminates any duplicates from

the travel services and maintains those travel services that have a maximum duration of travel dates. For example, if the travel services system **124** identifies the same hotel having 2, 3 and 5 night stay options in the same time period, the travel services system **124** selects only the 5 night option and removes or filters out the 2 and 3 night stay options during the same time period.

The travel services system **124** searches the actual price or cost of the various travel services and applies a margin to the cost of each travel service. The margin may be positive or negative and may depend on how far in advance the travel date is relative to the booking date. Again, the margin may also depend on the type of subscription used to access the system (e.g., whether the subscription is activated with a subscription token for a specified duration or whether the subscription is based on a periodic subscription fee paid by a subscriber). The travel services system **124** filters any travel service that has a cost that exceeds the maximum purchase amount and filters any travel service that has a cost that is below the minimum travel value. The travel services system **124** applies an additional filter based on cancellation policies of travel services that do not satisfy a given cancellation policy criteria.

In some embodiments, the travel services system **124** presents the filtered list of travel services as options for the user or subscriber to select to make a reservation. The user can further filter the list based on various criteria (e.g., travel dates, travel destinations, etc.). In some embodiments, the travel services system **124** presents to a user a comparison of each travel service that is presented against what is available for the same travel service on a publicly available or other travel site. Specifically, the travel services system **124** presents next to each travel service or next to a portion of travel services an identification of another booking travel site that has the same travel service and the cost for booking that same travel service on the another booking travel site. This cost that is presented for comparison may be retrieved from storage based on what is in the collection that is analyzed and filtered to generate the list and/or may be determined automatically by accessing the other travel site, executing a search for the particular travel service and the particular range of travel dates, and retrieving the cost presented on the other travel site based on the executed search.

One or more users may be a person, a machine, or other means of interacting with the client device **110**. In example embodiments, the user may not be part of the networked system **100** but may interact with the networked system **100** via the client device **110** or other means. For instance, the user may provide input (e.g., touch screen input or alphanumeric input) to the client device **110** and the input may be communicated to other entities in the networked system **100** (e.g., third-party servers **130**, server system **108**, etc.) via a network **104**. In this instance, the other entities in the networked system **100**, in response to receiving the input from the user, may communicate information to the client device **110** via the network **104** to be presented to the user. In this way, the user interacts with the various entities in the networked system **100** using the client device **110**.

The networked system **100** further includes a network **104**. One or more portions of network **104** may be an ad hoc network, an intranet, an extranet, a virtual private network (VPN), a local area network (LAN), a wireless LAN (WLAN), a wide area network (WAN), a wireless WAN (WWAN), a metropolitan area network (MAN), a portion of the Internet, a portion of the public switched telephone network (PSTN), a cellular telephone network, a wireless

network, a WiFi network, a WiMax network, another type of network, or a combination of two or more such networks.

The client device **110** may access the various data and applications provided by other entities in the networked system **100** via web client **112** (e.g., a browser, such as the Internet Explorer® browser developed by Microsoft® Corporation of Redmond, Washington State) or one or more client applications **114**. The client device **110** may include one or more client applications **114** (also referred to as “apps”) such as, but not limited to, a web browser, messaging application, electronic mail (email) application, an e-commerce site application, a mapping or location application, an online home buying and selling application, a travel services application, a real estate application, and the like.

In some embodiments, one or more client applications **114** are included in a given one of the client device **110** and configured to locally provide the user interface and at least some of the functionalities, with the client application **114** configured to communicate with other entities in the system **100** (e.g., third-party servers **130**, server system **108**, etc.), on an as-needed basis, for data and/or processing capabilities not locally available (e.g., to access location information, to access travel services information, such as cost and availability, to authenticate a user, to verify a method of payment, etc.). Conversely, one or more applications **114** may not be included in the client device **110**, and then the client device **110** may use its web browser to access the one or more applications hosted on other entities in the system **100** (e.g., third-party servers **130**, server system **108**, etc.).

A server system **108** provides server-side functionality via the network **104** (e.g., the Internet or WAN) to one or more third-party servers **130** and/or one or more client devices **110**. The server system **108** includes an application server **102** that implements an application program interface (API) server **120**, a web server **122**, and a travel services system **124**, that may be communicatively coupled with one or more databases **128**. The one or more databases **128** may be storage devices that store data related to users of the system **108**, applications associated with the system **108**, cloud services, travel services data, one or more machine learning techniques and so forth. The one or more databases **128** may further store information related to third-party servers **130**, third-party applications **132**, client devices **110**, client applications **114**, users, and so forth.

In one example, the one or more databases **128** may be cloud-based storage. The one or more databases **128** may store subscription information for one or more users of the travel services system **124**. The subscription information may identify users of the travel services system **124**, the subscription start dates of the users, the subscription end dates, the subscription type (e.g., whether the subscription is based on a subscription token or based on a periodic subscription fee), the subscription fee of the users and/or the estimated subscription fee for a subscription activated with a subscription token, the geographical locations of the users, the total amount paid-to-date for a subscription of the users, and/or one or more travel services activities of the users. The travel services activities may include any combination of the number of reservations made in a given time period (e.g., within a given subscription year) by each user, the subscription duration (e.g., measured from the subscription start date to the present date) of each user, the booking duration (e.g., measured from the booking date to the travel date) of each user, the distance to the travel destination of each user (e.g., measured from an address of the user and the location of reserved travel destinations), the margin amount (e.g., how

much profit was made in aggregate during the course of the subscription) for each user, the cancellation frequency (e.g., how often the user cancels a reservation made), and/or the reservation frequency (e.g., how much time elapses on average between the end of one reservation and the start of another).

The one or more databases **128** may store the reservations (e.g., the destination and the travel start date and/or duration) of travel services of each user or subscriber of the travel services system **124**. The one or more databases **128** may store a list of all the available, or a selected set, of travel services in one or more geographical regions or destinations along with reviews and/or detailed information about the travel services. The one or more databases **128** may store first and second costs on a nightly basis or on some other periodic interval (e.g., per 6 night basis) for each travel service. The first cost that is stored in the one or more databases **128** may represent the cost for the travel service that is provided to non-subscribers of the travel services system **124** and is available by directly making the reservation through a dedicated server of the travel service and/or by making the reservation through an existing travel service search interface. The one or more databases **128** may access a dedicated existing travel service search interface on a periodic basis (e.g., nightly or weekly) to obtain and download the first cost of each, or a selected set, of travel services. The first cost may be computed by selecting a specified travel duration (e.g., 6 nights) and multiplying the per night rate (provided by the travel service) by the specified travel duration. The second cost of each travel service may be a dedicated cost that is changed on an annual or monthly basis and is provided by contract between the travel services system **124** and the corresponding travel service. The second cost may only be available to users who subscribe to the travel services system **124**. The second cost of each travel service may represent the cost for consuming the travel service during a specified travel duration (e.g., 6 nights).

The one or more databases **128** may store the cancellation policy of each travel service indicating how much time in advance of the reservation start date at a given travel service the travel service reservation can be canceled without penalty (e.g., to receive a full refund). The one or more databases **128** may store the cost for canceling a given travel service outside of the cancellation policy. The one or more databases **128** may store an expected margin on a per user basis. The expected margin may increase over time (e.g., for subscribers classified as very active) or decrease over time (e.g., for subscribers classified as not very active). The expected margin may increase or decrease based on the subscription type of a given user. The expected margin may change by a predetermined factor based on a difference between a booking date and a travel start date (e.g., the margin may change based on how far in advance a user is making the reservation). This may be used to reduce the maximum purchase amount by a first factor if the reservation is made less than a predetermined number of days in advance of the travel date. This may be used to increase the maximum purchase amount by a second factor if the reservation is made more than a predetermined number of days in advance of the travel date.

The one or more databases **128** may store a list of active tokens associated with limited duration subscriptions to the travel services system **124**. The list of active tokens may be stored as images, bar codes, videos, alphanumeric sequences and/or hashes thereof. As subscription tokens are generated by the travel services system **124**, the subscription tokens are stored or added to the list of active tokens. Each token in the

list of active tokens may be associated with a specified subscription duration (e.g., specifying how long the subscription to the travel services system **124** is authorized for starting from a selected start date). Each token in the list of active tokens may be associated with an expiration time or date on which the token becomes invalid. For example, the expiration time or date may be set based on a specified period of time from when the token is first generated and may be set to 12 months. This means that if the token is not used by a user to activate a subscription within 12 months or the specified period of time from when the token was generated, the token can no longer be used by a user to activate a subscription to the travel services system **124**.

The server system **108** may be a cloud computing environment, according to some example embodiments. The server system **108**, and any servers associated with the server system **108**, may be associated with a cloud-based application, in one example embodiment.

The server system **108** includes a travel services system **124**. The travel services system **124** includes one or more modules, storage devices, and databases. The storage devices in the travel services system **124** store various travel services activities for each user, travel services activities training data, and one or more machine learning techniques for classifying users of the travel services system **124**. The modules in travel services system **124** are configured to compute components of a subscription value, compute value guards, and search for available travel services to provide to the client device **110** in response to receiving a request for travel services at a given destination and time frame. The modules in travel services system **124** are configured to receive a user selection of one of the travel services matching the request and reserve the selected travel service for the user. The modules in travel services system **124** are configured to determine whether the number of pending reservations for a given user exceed an allowable number of pending reservations (e.g., more than one, or more than three) and, in response, prevent the user from making further reservations until the number of pending reservations is below the allowable number (e.g., by canceling a pending reservation or waiting for the reservation to expire).

The modules in travel services system **124** are configured to train a machine learning technique to classify a given user or subscriber using the travel services activities of the user or subscriber by establishing relationships between known travel services activities and known or manually assigned classifications to users or subscribers. The modules in travel services system **124** are configured to filter the available travel services provided to a given client device **110** based on the classification of the user of the client device **110**, subscription types, and/or cancellation policies of the various travel services. The details of the travel services system **124** are provided below in connection with FIG. 2.

The networked system **100** further includes one or more third-party servers **130**. The one or more third-party servers **130** may include one or more third-party application(s) **132**. The one or more third-party application(s) **132**, executing on third-party server(s) **130**, may interact with the server system **108** via API server **120** via a programmatic interface provided by the API server **120**. For example, one or more the third-party applications **132** may request and utilize information from the server system **108** via the API server **120** to support one or more features or functions on a website hosted by the third party or an application hosted by the third party. The third-party website or application **132**,

for example, may provide software version analysis functionality that is supported by relevant functionality and data in the server system 108.

Third-party servers 130 may include an existing non-subscription-based travel service. Such non-subscription-based travel services can be used to search for travel services at a first cost available to non-subscribers of the travel services system 124. The travel services system 124 may query the third-party servers 130 on a periodic basis to obtain the first costs for the travel services provided by the travel services system 124. The first costs may represent a per-night rate of the travel services multiplied by a predetermined number of nights (e.g., 6 nights).

FIG. 2 illustrates a travel services system 124, according to some example embodiments. The travel services system 124 includes a travel services training data module 210, a machine learning technique training module 220, a trained machine learning technique module 230, a new travel service request module 240, a subscription value module 250, pre-purchased subscription token module 270, a travel services search module 260, and a travel value guard module 252. In some implementations, some modules of the travel services system 124 may be implemented on server system 108 and others may be implemented on third-party servers 130 or client device 110. In some implementations, all of the modules of the travel services system 124 are implemented on server system 108, on third-party servers 130, or on client device 110. In such cases, server system 108 communicates information to third-party servers 130 based on the modules implemented and vice versa.

Pre-purchased subscription token module 270 is configured to manage subscription tokens that correspond to subscriptions to the travel services system 124 of specified durations. A user may log into the travel services system 124 and communicate a request to the pre-purchased subscription token module 270. Specifically, the user may request to purchase one or multiple subscription tokens. The user may specify the duration associated with each subscription token the user would like to purchase. For example, the user may desire to purchase a 60-day subscription for another user or for themselves. In response, the pre-purchased subscription token module 270 provides the user with a cost for purchasing the requested subscription token. In an embodiment, the user may request to purchase multiple subscription tokens at the same time each with the same or different subscription duration. In an embodiment, when multiple subscription tokens are purchased, the user may be provided with a lower price per token than purchasing the tokens individually. The price paid for the tokens may be stored in association with the tokens and used to subsequently compute the estimated aggregated subscription value and/or the estimated amortized subscription value.

After payment is collected from the user for the tokens, the pre-purchased subscription token module 270 generates an alphanumeric sequence, image, video, or barcode for each generated token that is unique to each generated token. The generated alphanumeric sequences, image, video, or barcode for each generated token is provided to the user via email, as a webpage or text message. The pre-purchased subscription token module 270 adds each generated token to a list of active tokens and stores in association with each token an expiration date and the specified subscription duration.

The user can provide a given one of the purchased tokens to a second user (e.g., as an award, promotion, or gift). The second user can log into the travel services system 124 to obtain a subscription to the travel services system 124 using

the previously purchased token. The travel services system 124 displays an interface to the second user requesting input of the token. The user can manually type in the alphanumeric sequence of the token or upload the image or video or barcode of the token to the pre-purchased subscription token module 270. The pre-purchased subscription token module 270 compares the token received from the second user with the list of active tokens. In response to identifying a matching token among the list of active tokens, the pre-purchased subscription token module 270 obtains the specified subscription duration associated with the matching token. The pre-purchased subscription token module 270 informs the second user about the specified subscription duration and prompts the second user to input a start date for the subscription. The start date input by the second user identifies the first day or date on which the user can start reserving travel services with the travel services system 124.

After receiving the selection of the start date from the second user, the pre-purchased subscription token module 270 computes an end date for the subscription based on the specified duration associated with the token input by the user. For example, the token may be associated with a 60-day subscription duration. In such cases, the pre-purchased subscription token module 270 computes the end date as being 60 days after the selected start date. The second user's subscription is then activated starting on the selected start date and ending on the end date. The second user can begin searching for and reserving travel services with the travel services system 124 starting on the selected start date until the computed end date.

The new travel service request module 240 may communicate with the client device 110 to receive parameters and criteria for a new travel service request from the second user after the selected start date and before the computed end date. For example, via the graphical user interface of the client device 110, the user can select a travel destination or geographical location and can, optionally, input the desired trip start date, end date, and/or trip length. The new travel service request module 240 may communicate this user selection to the travel services search module 260 to identify a list of available travel services. The new travel service request module 240 may communicate an identifier of the user of the client device 110 to the subscription value module 250. In some embodiments, the parameters are automatically determined and computed on a nightly basis and used to curate a list of travel services over the course of a given user. In such cases, the user may enter a travel destination and the curated list is presented with previously selected travel dates (e.g., travel dates not inputted or selected by the user). In such cases, the new travel service request module 240 may, on a periodic basis (e.g., nightly) retrieve subscription values for one or more users. The new travel service request module 240 may also retrieve one or more travel destinations. The new travel service request module 240 provides the subscription values and the travel destinations, as the selection to the travel services search module 260. In this way, the travel services search module 260 identifies available travel services across a range of dates for one or more users and curates such a list for subsequent presentation to the user. The user can simply enter a desired destination, and the available and curated list of travel services at the destination, together with the available travel dates, are presented to the user.

The travel services search module 260 may communicate with the subscription value module 250 to obtain a subscription value for the user of the client device 110. The subscription value module 250 may communicate with the

databases **128** to obtain the booking date and the estimated or computed subscription cost of the identified user along with a geographical location of the user. The booking date may be the current date indicating when the travel services search module **260** conducts the search for available travel services and/or the date on which the user requests to view available travel services is received from the new travel service request module **240**. The subscription value module **250** may compute the subscription value based on various parameters: an aggregated estimated subscription cost parameter, an amortized estimated subscription cost parameter. For a given subscriber who is accessing the travel services system **124** using a subscription token, the aggregated estimated subscription cost parameter may be computed based on a cost of the subscription token divided by the monthly duration corresponding to the specified duration of the subscription token. For example, if the token cost \$2,000 and is associated with a subscription duration of 60 days, the aggregated estimated subscription cost may be estimated to be \$2,000 divided by 2 months (e.g., assuming 30 days per month during the 60 day duration) multiplied by the number of months between the booking date and the travel date. Assuming the number of months is 1 month, the aggregated estimated subscription cost parameter may be computed to be \$1,000. For a given subscriber who is accessing the travel services system **124** using a subscription token, the amortized estimated subscription cost parameter may be computed based on a cost of the subscription token divided by the daily duration of the subscription token. For example, if the token cost \$2,000 and is associated with a subscription duration of 60 days, the estimated amortized subscription cost may be estimated to be \$2,000 divided by 60 days multiplied by the number of days between the booking date and the travel date. Assuming the number of days is 30, the estimated amortized subscription cost may be computed to be \$999.90. In an example, the subscription value module **250** computes a subscription value as an average of the estimated aggregated and the amortized subscription cost parameters.

As another example, the estimated aggregated and amortized subscription cost parameters may be determined based on the average, maximum or minimum amount other subscribers pay for their subscriptions on a periodic (e.g., monthly) basis. In such cases, based on the data provided by the user, the subscription value module **250** may determine that the trip is scheduled to start 10 weeks from the present time. In such cases, the subscription value module **250** computes an estimate of the total amount the user would have paid for the subscription by aggregating the total amount that would have been paid (e.g., based on the average, maximum, or minimum amount other subscribers pay) from the present time until 10 weeks from the present time. Namely, the subscription value module **250** assumes the user would have continued paying for the subscription (assuming the user were paying a monthly subscription fee even though the user is accessing the system using a subscription token that does not have a periodic subscription fee) until the travel start date from the booking date and estimates how much the user would have paid for the subscription from the current booking date until the future travel start date. As an example, if the subscription costs \$2500 per month, the subscription value module **250** may determine that the trip will start 10 weeks from the present day and, in the next 10 weeks, three months' worth of subscription fees (e.g., \$7500) will be paid (assuming the fee is paid on the first day of every month). Accordingly, the subscription value module **250** may compute \$7500 as the

estimate aggregated subscription cost parameter of the subscription value that will be paid from present time (the booking date) until the trip start time.

The subscription value module **250** may also compute as the subscription value an estimated amortized amount of the subscription cost over an annual basis. For example, the subscription value module **250** may determine \$30,000 as the total cost of the subscription for the entire year (e.g., by multiplying the number of months in a year, 12, by the monthly subscription fee, \$2500). The subscription value module **250** may amortize the yearly subscription cost on a specified repeated period (e.g., daily, monthly, hourly, weekly) basis to determine the amount of the subscription fee that would have been paid from the booking date until the travel start date. For example, if the trip is planned to start in 10 weeks, the subscription value module **250** computes \$5,769 as the amortized subscription cost parameter of the subscription value, which is a total of 10 weeks' worth of the weekly subscription cost (e.g., annual subscription fee \$30,000 divided by 52 weeks per year and multiplied by 10 weeks).

The subscription value module **250** may compute the subscription value as a function of the aggregate subscription cost expected to have been paid by the time the trip starts and the amortized subscription cost by the time the trip starts as measured from the booking date. For example, if the user plans the trip to start in 10 weeks from today (the booking date), the subscription value module **250** computes an average of \$7,500 and \$5,769. Then, the subscription value module **250** computes the subscription value by applying a first weight (e.g., multiplying) to the average and computes. The value of the first weight may be based on the subscription type of the user making the reservation.

The subscription value module **250** provides the parameters of the subscription values to the travel value guard module **252**. The travel value guard module **252** is configured to compute a guard range having a minimum travel value and a maximum purchase amount based on the subscription values. The guard range ensures that the travel services identified by the travel services search module **260** satisfy minimum parameters that ensure a subscriber receives a better deal or bargain than making the same reservation for the travel service through another travel service system (e.g., a travel service system provided by the third-party servers **130**). The guard range also ensures that the travel services identified by the travel services search module **260** satisfy a margin amount that provides a positive or negative level of profitability to the travel services system **124**. The margin amount may be computed based on a difference between the booking date and the travel date, such that the margin is greater when the difference is smaller than a threshold and is lower when the difference is greater than a threshold. Namely, the minimum travel value is used to ensure that travel service results provided to the user have a value, as determined by the first cost associated with the travel services, that is greater than the minimum travel value. Also, the maximum purchase amounts of each subscription value are used to ensure that the travel service results provided to the user are not valued, as determined by the second cost associated with the travel services, greater than the respective maximum purchase amount. In some cases, the first and second costs may be the same values and in other cases they are different values.

As an example, the travel value guard module **252** computes the minimum travel value as a function of the aggregated (or accumulated) subscription cost parameter of the subscription value. Specifically, the travel value guard mod-

ule **252** computes the minimum travel value as 80 percent of the aggregated (or accumulated) subscription cost parameter. Accordingly, if the aggregated subscription cost is determined to be \$7,500, the minimum travel value is computed to be \$6,000 (e.g., 80 percent of \$7,500).

As an example, the travel value guard module **252** computes the maximum purchase amounts for each of the first and second subscription values as a function of an adjusted average of the aggregated and amortized subscription cost parameters and the corresponding first and second weights. The average may be adjusted based on a margin amount or value that is associated with the user retrieved by the travel value guard module **252** from the databases **128**. Specifically, the travel value guard module **252** computes a maximum purchase amount as an average of the aggregated (or accumulated) subscription cost parameter and the amortized subscription cost parameter offset by the retrieved margin.

The travel services search module **260** receives the guard range from the travel value guard module **252** and searches for travel services that fall within the guard range and that satisfy the travel criteria (optionally) supplied by the user received from the new travel service request module **240**. As an example, the travel services search module **260** first searches for all of the travel services that are available on the travel date range (e.g., the travel start date and the travel duration) received from the client device **110** and/or received automatically by the travel service request module **240**. The travel services search module **260** restricts or limits the search to those travel services that are within a specified range (e.g., 25 miles) of the travel destination or geographical region received from the client device **110** and/or received automatically by the travel service request module **240**. In some cases, the travel services search module **260** accesses a predefined list of travel destinations and searches all of the available travel services available in 6-day periods (or other defined periods) during the course of the entire year. The travel services search module **260** searches various combinations of travel dates and destinations to generate millions of combinations of possible travel destinations at various periods.

After travel services search module **260** identifies the list of travel services that are available on the travel start date and that meet the travel destination or geographical region parameters, the travel services search module **260** obtains first and second costs associated with each of the travel destinations from the databases **128** and determines one or more transportation criteria for a given user to reach each of the travel destinations. The travel services search module **260** compares the first or second costs of each of the identified travel services to the minimum travel value received from the travel value guard module **252**. The travel services search module **260** removes or filters from the list any travel service that has a first or second cost that is below the minimum travel value. The travel services search module **260** may also filter out and remove any travel destination that has a cancellation policy that fails to satisfy cancellation policy criteria. The travel services search module **260** removes or filters from the list any travel service that has a second cost that is above the maximum purchase amount received from the travel value guard module **252**.

In some embodiments, to determine the first or second cost, the travel services search module **260** may multiply a nightly first and/or second cost of each travel service during the travel period by the number of days in the travel service request. In some cases, the travel services search module **260** communicates with the trained machine learning technique module **230** to obtain a classification for the user

making the travel request and further filters or removes travel services based on the classification of the user. The travel services search module **260** provides the filtered list of travel services back to the new travel service request module **240** for provision to the client device **110** and presentation to the user for selection and requesting to make a reservation.

To classify users, the trained machine learning technique module **230** is initially trained based on training data. Specifically, the travel services training data module **210** includes a list of travel services activities associated with various subscribers of the travel services system **124**. The travel services activities are obtained by the travel services training data module **210** from database **128** and/or from third-party server **130**. For example, the travel services training data module **210** obtains the number of reservations made by a user from database **128** and obtains the cancellation frequency from third-party server **130**. The travel services training data module **210** may access training data including the number of reservations made by each user, transportation criteria of each user that is typically experienced or used by the user booking a reservation, the subscription duration of each user, the distance to travel destination of each user, the margin amount of each user, the reservation frequency of each user, the cancellation frequency of each user, and an assigned classification of each user. The classification may represent a level of activity of each user from not active, to medium active, to very active. The classification is used to control and filter the types and quantity of travel services provided to different users. This can be used as a measure to ensure that users who are not very active are provided a greater quantity of a better type of travel services than a very active user to incentivize the non-active user to utilize the travel services system **124**.

In some embodiments, machine learning technique training module **220** is trained to predict a classification for a subscriber of the travel services system **124** by establishing a relationship between one or more known travel services activities of other users provided by travel services training data module **210** and the corresponding known classification of the other users provided by the travel services training data module **210**. In some embodiments, machine learning technique training module **220** is trained to predict a likelihood of consumption of a given travel service for a subscriber of the travel services system **124** by establishing a relationship between one or more known travel services activities of other users (e.g., destinations the other users booked) and the locations of the other users provided by travel services training data module **210** and the corresponding transportation criteria such users experienced in reaching the destinations. Namely, the machine learning technique is trained to predict the types of transportation criteria a given user is willing to experience in reaching a destination.

Machine learning is a field of study that gives computers the ability to learn without being explicitly programmed. Machine learning explores the study and construction of algorithms, also referred to herein as tools, that may learn from existing data and make predictions about new data. Such machine-learning tools operate by building a model from example training data (e.g., travel services activity information) in order to make data-driven predictions or decisions expressed as outputs or assessments. Although example embodiments are presented with respect to a few machine-learning tools, the principles presented herein may be applied to other machine-learning tools. In some example embodiments, different machine-learning tools may be used. For example, Logistic Regression (LR), Naive-Bayes, Ran-

dom Forest (RF), neural networks (NN), matrix factorization, and Support Vector Machines (SVM) tools may be used for classifying a given user based on travel activities of the user.

The machine-learning algorithms utilize features (e.g., various combinations of travel services activities performed by other users in interacting and making reservations with the travel services system 124) for analyzing the data to generate assessments (e.g., a classification of the users). A feature is an individual measurable property of a phenomenon being observed. The concept of a feature is related to that of an explanatory variable used in statistical techniques such as linear regression. Choosing informative, discriminating, and independent features is important for effective operation of pattern recognition, classification, and regression. Features may be of different types, such as numeric features, strings, and graphs.

In one example embodiment, the features may be of different types and may include one or more of a number of reservations made by each user, the subscription duration of each user, the distance to travel destination of each user, the margin amount of each user, geographical locations of the users and the destinations, the reservation frequency of each user, and the cancelation frequency of each user.

The machine-learning algorithms utilize the training data to find correlations among the identified features that affect the outcome or assessment (e.g., the known or assigned classification of each user). In some example embodiments, the training data includes labeled data, which is known data for one or more identified features and one or more outcomes, such as the assigned classification of the user.

Once the training data are collected and processed, machine learning technique training module 220 model can be built using either statistical learning or machine learning techniques. In one embodiment, regression analysis can be used to build the machine learning technique training module 220 model. Regression analysis is a statistical process for estimating the relationships among variables. There are a number of known methods to perform regression analysis. Linear regression or ordinary least squares regression, among others, are “parametric” in that the regression function is defined in terms of a finite number of unknown model parameters that can be estimated from training data. For days to pending prediction, a regression model (e.g., Equation 1) can be defined, for example, as:

$$H=f(X,\beta), \quad (\text{Equation 1})$$

where “H” denotes the known days to pending amount for a set of properties, “X” denotes a vector of input variables (e.g., any one of the travel services activities associated with the set of users), and “β” denotes a vector of unknown parameters to be determined or trained for the regression model.

The training data that include travel services activities of various users and the corresponding classification (which can be manually or automatically specified for each user) provide a set of known H values (e.g., the classification of a user) having corresponding X values (e.g., feature vectors extracted from the travel services activities). Using these data, the model parameter β can be computed using data fitting techniques such as least squares, maximum likelihood, or the like. Once β is estimated, the model can then compute H (e.g., a user travel services classification) for a new set of X values (e.g., feature vectors extracted from a new set of travel services activities). As another example, the training data that include travel services activities of various users and the corresponding classification (which

can be manually or automatically specified for each user) provide a set of known H values (e.g., the likelihood of consumption of a given travel service (based on geographical location of the travel service and a user) and/or the transportation criteria a given user is willing to experience) having corresponding X values (e.g., feature vectors extracted from the travel services activities). Using these data, the model parameter β can be computed using data fitting techniques such as least squares, maximum likelihood, or the like. Once β is estimated, the model can then compute H (e.g., a user travel services classification) for a new set of X values (e.g., feature vectors extracted from a new set of travel services activities).

Machine learning techniques train models to accurately make predictions on data fed into the models (e.g., what was said by a user in a given utterance; whether a noun is a person, place, or thing; what the weather will be like tomorrow). During a learning phase, the models are developed against a training dataset of inputs to optimize the models to correctly predict the output for a given input. Generally, the learning phase may be supervised, semi-supervised, or unsupervised, indicating a decreasing level to which the “correct” outputs are provided in correspondence to the training inputs. In a supervised learning phase, all of the outputs are provided to the model and the model is directed to develop a general rule or algorithm that maps the input to the output. In contrast, in an unsupervised learning phase, the desired output is not provided for the inputs so that the model may develop its own rules to discover relationships within the training dataset. In a semi-supervised learning phase, an incompletely labeled training set is provided, with some of the outputs known and some unknown for the training dataset.

Models may be run against a training dataset for several epochs (e.g., iterations), in which the training dataset is repeatedly fed into the model to refine its results. For example, in a supervised learning phase, a model is developed to predict the output for a given set of inputs and is evaluated over several epochs to more reliably provide the output that is specified as corresponding to the given input for the greatest number of inputs for the training dataset. In another example, for an unsupervised learning phase, a model is developed to cluster the dataset into n groups and is evaluated over several epochs as to how consistently it places a given input into a given group and how reliably it produces the n desired clusters across each epoch.

Once an epoch is run, the models are evaluated and the values of their variables are adjusted to attempt to better refine the model in an iterative fashion. In various aspects, the evaluations are biased against false negatives, biased against false positives, or evenly biased with respect to the overall accuracy of the model. The values may be adjusted in several ways depending on the machine learning technique used. For example, in a genetic or evolutionary algorithm, the values for the models that are most successful in predicting the desired outputs are used to develop values for models to use during the subsequent epoch, which may include random variation/mutation to provide additional data points. One of ordinary skill in the art will be familiar with several other machine learning algorithms that may be applied with the present disclosure, including linear regression, random forests, decision tree learning, neural networks, deep neural networks, and so forth.

Each model develops a rule or algorithm over several epochs by varying the values of one or more variables affecting the inputs to more closely map to a desired result, but as the training dataset may be varied, and is preferably

very large, perfect accuracy and precision may not be achievable. A number of epochs that make up a learning phase, therefore, may be set as a given number of trials or a fixed time/computing budget, or may be terminated before that number/budget is reached when the accuracy of a given model is high enough or low enough or an accuracy plateau has been reached. For example, if the training phase is designed to run *n* epochs and produce a model with at least 95% accuracy, and such a model is produced before the *n* epoch, the learning phase may end early and use the produced model satisfying the end-goal accuracy threshold. Similarly, if a given model is inaccurate enough to satisfy a random chance threshold (e.g., the model is only 55% accurate in determining true/false outputs for given inputs), the learning phase for that model may be terminated early, although other models in the learning phase may continue training. Similarly, when a given model continues to provide similar accuracy or vacillate in its results across multiple epochs—having reached a performance plateau—the learning phase for the given model may terminate before the epoch number/computing budget is reached.

Once the learning phase is complete, the models are finalized. In some example embodiments, models that are finalized are evaluated against testing criteria. In a first example, a testing dataset that includes known outputs for its inputs is fed into the finalized models to determine an accuracy of the model in handling data on which it has not been trained. In a second example, a false positive rate or false negative rate may be used to evaluate the models after finalization. In a third example, a delineation between data clusterings is used to select a model that produces the clearest bounds for its clusters of data. In some embodiments, the machine learning technique training module 220 is trained to establish a relationship to classify a user based on a logistic regression of one or more features (e.g., training data received from travel services training data module 210).

After being trained, the machine learning technique is provided to trained machine learning technique module 230. In one example, the coefficient values of the machine learning technique (e.g., the linear model) are stored in a storage of trained machine learning technique module 230. Trained machine learning technique module 230 is configured to receive new travel services activities of a new user from new travel service request module 240. For example, the new travel service request module 240 receives a user input that identifies a desired travel destination and travel dates and accesses previously stored interaction information for the user (e.g., the number of prior reservations made by the user and the distance traveled by the user from the user's home address to the travel destinations). The new travel service request module 240 accesses database 128 and/or server 130 to obtain the travel services activities for the new user. For example, new travel service request module 240 obtains the number of reservations previously made by the user, the subscription duration of the user, the distance traveled by the user to the destinations, the margin amount stored for the user, the reservation frequency of the user, and/or the cancellation frequency of the user. The new travel service request module 240 instructs the trained machine learning technique module 230 to apply the trained machine learning technique using the previously computed coefficients to the data provided by the new travel service request module 240. Trained machine learning technique module 230 provides a classification for the new user based on the data provided by the new travel service request module 240. In another example, trained machine learning technique module 230 provides a likelihood of consumption for each

travel service for the new user based on the data provided by the new travel service request module 240.

FIGS. 3-4 illustrate flow diagrams of processes of the travel services system 124, according to some example embodiments. The processes 300, 400 may be embodied in computer-readable instructions for execution by one or more processors such that the operations of the processes 300, 400 may be performed in part or in whole by the functional components of the server system 108; accordingly, the processes 300, 400 are described below by way of example with reference thereto. However, in other embodiments at least some of the operations of the processes 300, 400 may be deployed on various other hardware configurations. The processes 300, 400 are therefore not intended to be limited to the server system 108 and can be implemented in whole, or in part, by any other component. Any operation in the processes 300, 400 can be performed in any order or entirely omitted and skipped.

At operation 301, a computing system (e.g., server system 108) receives a user request to access a travel services system.

At operation 302, the computing system receives a token from the user that corresponds to a previously purchased subscription to the travel services system.

At operation 303, the computing system determines whether the token matches one of a plurality of valid tokens.

At operation 304, the computing system in response to determining that the token matches one of a plurality of valid tokens, prompts the user to select a start date to begin reserving travel services with the travel services system.

At operation 305, the computing system authorizes the user to reserve a travel service with the travel services system starting from the selected start date until a specified end date.

At operation 401, the computing system receives travel information with a travel date for the user after the selected start date and before the specified end date.

At operation 402, the computing system computes a subscription value as a function of a booking date and the travel date.

At operation 403, the computing system determines a minimum travel value and a maximum purchase amount based on the computed subscription value.

At operation 404, the computing system searches a list of travel services that are available on the travel date to identify candidate travel services each having a first cost that exceeds the minimum travel value.

At operation 405, the computing system selects a subset of the candidate travel services that each have a second cost that is less than the maximum purchase amount.

At operation 406, the computing system generates for display in a graphical user interface to the user, one or more interactive visual representations of the selected subset of the candidate travel services.

FIG. 5 is an illustrative graphical user interface of the travel services system 124, according to some example embodiments. As shown in FIG. 5, a user Julie may access the travel services system 124. The user Julie may have a subscription token that is associated with a subscription of a specified duration to the travel services system 124. After selecting an option to provide a subscription token, the travel services system 124 presents a graphical user interface with a token entry region 512. The user Julie may input the subscription token into the token entry region 512.

The travel services system 124 may search a list of active tokens for a match with the token received from the token entry region 512. In response to identifying a matching

token within the list of active tokens, the travel services system **124** retrieves the subscription duration associated with the matching token. For example, the travel services system **124** may determine that the subscription duration associated with the matching token is 60 days. The travel services system **124** presents a prompt indicating that the token input in the token entry region **512** is valid and may indicate the subscription duration of 60 days. The travel services system **124** also presents a start date entry region **514**. In some embodiments, the user may already be paying a periodic subscription fee to access the travel services system **124**. In such cases, the travel services system **124** may discount or prevent charging the user the periodic subscription fee between the start and end date associated with a subscription token input by the user. For example, if the subscription token is associated with a subscription duration of 60 days, the user may not be charged for two months worth of subscription fees starting on the start date specified by the user in the start date entry region **514**.

The user Julie can input a start date for starting the subscription to the travel services system **124**. The subscription start date identifies the first day or date on which the user Julie can begin making travel service reservations. The travel services system **124** computes a subscription end date based on the specified subscription duration of the token received from the user. The travel services system **124** may authorize the user Julie to make travel reservations starting from the subscription start date and ending on the subscription end date. In some embodiments, the travel services system **124** may allow the user Julie to extend the subscription after the subscription end date by a specified amount for a monthly or periodic fee.

As shown in FIG. 5, after the user Julie activates the subscription using the subscription token, the user (Julie) can input travel search criteria **501**. This travel criteria may include various parameters **502** including a travel destination, distance to the destination, start date of the travel, end date of the travel, number of days in the trip, quality of the travel services, and/or any combination thereof. The travel services system **124** processes the travel search criteria and automatically generates a list of matching travel services for presentation using one or more interactive visual representations **503**. In some cases, the travel services system **124** processes the travel search criteria and automatically selects one of a plurality of previously generated and curated lists of travel services for presentation using one or more interactive visual representations **503**. A user can select any one of the interactive visual representations **503** to instruct the travel services system **124** to complete a reservation for the corresponding travel service **520** (e.g., book a hotel room) associated with the selected visual representation.

In some embodiments, the travel services in the graphical user interface of FIG. 5 are generated using individualized travel service lists for the user based on travel behaviors, geographical location, demographics, or a margin target for the user. For example, the travel services system **124** may further filter or reorganize the list of available travel services presented to the first user in FIG. 5 based on a profile of the first user that indicates various attributes of the user (e.g., travel behaviors, geographical location, demographics, a subscription type, cancellation frequency, number of reservations made in a given time interval, or a margin target specific to the user or classification of the user).

As an example, after receiving the search criteria from the first user (Julie), the travel services system **124** may obtain a list of travel services that are available and that match the search criteria. The travel services system **124** generates a

subscription value for the first user (Julie). The travel services system **124** compares a cost of each travel service with the subscription value. Based on this comparison, the travel services system **124** generates a filtered or curated list of travel services and presents the list to the user in FIG. 5. Specifically, the travel services system **124** provides a message **510** indicating to the first user (Julie) that the list of travel services the user can book are shown.

FIG. 6 is a block diagram illustrating software architecture **606**, which can be installed on any one or more of the devices described above. For example, in various embodiments, client devices **110** and servers and systems **130**, **108**, **120**, **122**, and **124** may be implemented using some or all of the elements of software architecture **606**. FIG. 6 is merely a non-limiting example of a software architecture, and it will be appreciated that many other architectures can be implemented to facilitate the functionality described herein. In various embodiments, the software architecture **606** is implemented by hardware (including a hardware layer **652** with processing unit **654**, memory/storage **656**, and other hardware **658**) such as machine **700** of FIG. 7 that includes processors **704**, memory/storage **706**, and input/output (I/O) components **718**. As explained below, the processing unit **654** is configured to execute instructions **604** that are stored in memory/storage **656**. In this example, the software architecture **606** can be conceptualized as a stack of layers where each layer may provide a particular functionality. For example, the software architecture **606** includes layers such as a presentation layer **614**, an operating system **602**, libraries **620**, frameworks **618**, and applications **616**. Operationally, the applications **616** invoke API calls **608** through the software stack and receive messages **612** in response to the API calls **608**, consistent with some embodiments.

In various implementations, the operating system **602** manages hardware resources and provides common services. The operating system **602** includes, for example, a kernel **622**, services **624**, and drivers **626**. The kernel **622** acts as an abstraction layer between the hardware and the other software layers, consistent with some embodiments. For example, the kernel **622** provides memory management, processor management (e.g., scheduling), component management, networking, and security settings, among other functionality. The services **624** can provide other common services for the other software layers. The drivers **626** are responsible for controlling or interfacing with the underlying hardware, according to some embodiments. For instance, the drivers **626** can include display drivers, camera drivers, BLUETOOTH® or BLUETOOTH® Low Energy drivers, flash memory drivers, serial communication drivers (e.g., Universal Serial Bus (USB) drivers), WI-FI® drivers, audio drivers, power management drivers, and so forth.

In some embodiments, the libraries **620** provide a low-level common infrastructure utilized by the applications **616**. The libraries **620** can include system libraries **644** (e.g., C standard library) that can provide functions such as memory allocation functions, string manipulation functions, mathematic functions, and the like. In addition, the libraries **620** can include API libraries **646** such as media libraries (e.g., libraries to support presentation and manipulation of various media formats such as Moving Picture Experts Group-4 (MPEG4), Advanced Video Coding (H.264 or AVC), Moving Picture Experts Group Layer-3 (MP3), Advanced Audio Coding (AAC), Adaptive Multi-Rate (AMR) audio codec, Joint Photographic Experts Group (JPEG or JPG), or Portable Network Graphics (PNG)), graphics libraries (e.g., an OpenGL framework used to render in two dimensions (2D) and in three dimensions (3D)

graphic content on a display), database libraries (e.g., SQLite to provide various relational database functions), web libraries (e.g., WebKit to provide web browsing functionality), and the like. The libraries 620 can also include a wide variety of other libraries 648 to provide many other APIs to the applications 616.

The frameworks 618 provide a high-level common infrastructure that can be utilized by the applications 616, according to some embodiments. For example, the frameworks 618 provide various graphic user interface functions, high-level resource management, high-level location services, and so forth. The frameworks 618 can provide a broad spectrum of other APIs that can be utilized by the applications 616, some of which may be specific to a particular operating system 602 or platform.

In an example embodiment, the applications 616 include built-in applications 638 including any one or more of a home application, a contacts application, a browser application, a book reader application, a location application, a media application, a messaging application, a game application, and a broad assortment of other applications such as a third-party application 640. According to some embodiments, the applications 616 are programs that execute functions defined in the programs. Various programming languages can be employed to create one or more of the applications 616, structured in a variety of manners, such as object-oriented programming languages (e.g., Objective-C, Java, or C++) or procedural programming languages (e.g., C or assembly language). In a specific example, the third-party application 640 (e.g., an application developed using the ANDROID™ or IOS™ software development kit (SDK) by an entity other than the vendor of the particular operating system) may be mobile software running on a mobile operating system such as IOS™, ANDROID™, WINDOWS® Phone, or another mobile operating system. In this example, the third-party application 640 can invoke the API calls 608 provided by the operating system 602 to facilitate functionality described herein.

Some embodiments may particularly include a subscription-based travel services application. In certain embodiments, this may be a stand-alone application that operates to manage communications with a server system such as third-party servers 130 or server system 108. In other embodiments, this functionality may be integrated with another application. The subscription-based travel services application may request and display various data related to subscription-based travel services and may provide the capability for a user to input data related to the objects via a touch interface, keyboard, or using a camera device of machine 700, communication with a server system, and receipt and storage of object data in a memory/storage device. Presentation of information and user inputs associated with the information may be managed by subscription-based travel services application using different frameworks 618, library 620 elements, or operating system 602 elements operating on a machine 700.

FIG. 7 is a block diagram illustrating components of a machine 700, according to some embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein. Specifically, FIG. 7 shows a diagrammatic representation of the machine 700 in the example form of a computer system, within which instructions 710 (e.g., software, a program, an application 616, an applet, an app, or other executable code) for causing the machine 700 to perform any one or more of the methodologies discussed herein can be executed. In alternative

embodiments, the machine 700 operates as a standalone device or can be coupled (e.g., networked) to other machines. In a networked deployment, the machine 700 may operate in the capacity of a server machine 130, 108, 120, 122, 124, and the like, as a client device 110 in a server-client network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. The machine 700 can comprise, but not be limited to, a server computer, a client computer, a personal computer (PC), a tablet computer, a laptop computer, a netbook, a PDA, an entertainment media system, a cellular telephone, a smart phone, a mobile device, a wearable device (e.g., a smart watch), a smart home device (e.g., a smart appliance), other smart devices, a web appliance, a network router, a network switch, a network bridge, or any machine capable of executing the instructions 710, sequentially or otherwise, that specify actions to be taken by the machine 700. Further, while only a single machine 700 is illustrated, the term “machine” shall also be taken to include a collection of machines 700 that individually or jointly execute the instructions 710 to perform any one or more of the methodologies discussed herein.

In various embodiments, the machine 700 comprises processors 704, memory 714, and I/O components 718, which can be configured to communicate with each other via a bus 702. In an example embodiment, the processors 704 (e.g., a central processing unit (CPU), a reduced instruction set computing (RISC) processor, a complex instruction set computing (CISC) processor, a graphics processing unit (GPU), a digital signal processor (DSP), an application specific integrated circuit (ASIC), a radio-frequency integrated circuit (RFIC), another processor, or any suitable combination thereof) include, for example, a processor 708 and a processor 712 that may execute the instructions 710. The term “processor” is intended to include multi-core processors 704 that may comprise two or more independent processors 704 (also referred to as “cores”) that can execute instructions 710 contemporaneously. Although FIG. 7 shows multiple processors 704, the machine 700 may include a single processor 704 with a single core, a single processor 704 with multiple cores (e.g., a multi-core processor 704), multiple processors 704 with a single core, multiple processors 704 with multiples cores, or any combination thereof.

The memory/storage 706 comprises a main memory 714, a static memory, and a storage unit 716 accessible to the processors 704 via the bus 702, according to some embodiments. The storage unit 716 can include a machine-readable medium on which are stored the instructions 710 embodying any one or more of the methodologies or functions described herein. The instructions 710 can also reside, completely or at least partially, within the main memory 714, within the static memory, within at least one of the processors 704 (e.g., within the processor’s cache memory), or any suitable combination thereof, during execution thereof by the machine 700. Accordingly, in various embodiments, the main memory 714, the static memory, and the processors 704 are considered machine-readable media.

As used herein, the term “memory” refers to a machine-readable medium able to store data temporarily or permanently and may be taken to include, but not be limited to, random-access memory (RAM), read-only memory (ROM), buffer memory, flash memory, and cache memory. While the machine-readable medium is shown, in an example embodiment, to be a single medium, the term “machine-readable medium” should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, or associated caches and servers) able to store the instructions

710. The term “machine-readable medium” shall also be taken to include any medium, or combination of multiple media, that is capable of storing instructions (e.g., instructions 710) for execution by a machine (e.g., machine 700), such that the instructions 710, when executed by one or more processors of the machine 700 (e.g., processors 704), cause the machine 700 to perform any one or more of the methodologies described herein. Accordingly, a “machine-readable medium” refers to a single storage apparatus or device, as well as “cloud-based” storage systems or storage networks that include multiple storage apparatus or devices. The term “machine-readable medium” shall accordingly be taken to include, but not be limited to, one or more data repositories in the form of a solid-state memory (e.g., flash memory), an optical medium, a magnetic medium, other non-volatile memory (e.g., erasable programmable read-only memory (EPROM)), or any suitable combination thereof. The term “machine-readable medium” specifically excludes non-statutory signals per se.

The I/O components 718 include a wide variety of components to receive input, provide output, produce output, transmit information, exchange information, capture measurements, and so on. In general, it will be appreciated that the I/O components 718 can include many other components that are not shown in FIG. 7. The I/O components 718 are grouped according to functionality merely for simplifying the following discussion, and the grouping is in no way limiting. In various example embodiments, the I/O components 718 include output components 726 and input components 728. The output components 726 include visual components (e.g., a display such as a plasma display panel (PDP), a light emitting diode (LED) display, a liquid crystal display (LCD), a projector, or a cathode ray tube (CRT)), acoustic components (e.g., speakers), haptic components (e.g., a vibratory motor), other signal generators, and so forth. The input components 728 include alphanumeric input components (e.g., a keyboard, a touch screen configured to receive alphanumeric input, a photo-optical keyboard, or other alphanumeric input components), point-based input components (e.g., a mouse, a touchpad, a trackball, a joystick, a motion sensor, or other pointing instruments), tactile input components (e.g., a physical button, a touch screen that provides location and force of touches or touch gestures, or other tactile input components), audio input components (e.g., a microphone), and the like.

In some further example embodiments, the I/O components 718 include biometric components 730, motion components 734, environmental components 736, or position components 738, among a wide array of other components. For example, the biometric components 730 include components to detect expressions (e.g., hand expressions, facial expressions, vocal expressions, body gestures, or eye tracking), measure biosignals (e.g., blood pressure, heart rate, body temperature, perspiration, or brain waves), identify a person (e.g., voice identification, retinal identification, facial identification, fingerprint identification, or electroencephalogram based identification), and the like. The motion components 734 include acceleration sensor components (e.g., accelerometer), gravitation sensor components, rotation sensor components (e.g., gyroscope), and so forth. The environmental components 736 include, for example, illumination sensor components (e.g., photometer), temperature sensor components (e.g., one or more thermometers that detect ambient temperature), humidity sensor components, pressure sensor components (e.g., barometer), acoustic sensor components (e.g., one or more microphones that detect background noise), proximity sensor components (e.g.,

infrared sensors that detect nearby objects), gas sensor components (e.g., machine olfaction detection sensors, gas detection sensors to detect concentrations of hazardous gases for safety or to measure pollutants in the atmosphere), or other components that may provide indications, measurements, or signals corresponding to a surrounding physical environment. The position components 738 include location sensor components (e.g., a GPS receiver component), altitude sensor components (e.g., altimeters or barometers that detect air pressure from which altitude may be derived), orientation sensor components (e.g., magnetometers), and the like.

Communication can be implemented using a wide variety of technologies. The I/O components 718 may include communication components 740 operable to couple the machine 700 to a network 732 or devices 720 via a coupling 724 and a coupling 722, respectively. For example, the communication components 740 include a network interface component or another suitable device to interface with the network 732. In further examples, communication components 740 include wired communication components, wireless communication components, cellular communication components, near field communication (NFC) components, BLUETOOTH® components (e.g., BLUETOOTH® Low Energy), WI-FI® components, and other communication components to provide communication via other modalities. The devices 720 may be another machine 700 or any of a wide variety of peripheral devices (e.g., a peripheral device coupled via a USB).

Moreover, in some embodiments, the communication components 740 detect identifiers or include components operable to detect identifiers. For example, the communication components 740 include radio frequency identification (RFID) tag reader components, NFC smart tag detection components, optical reader components (e.g., an optical sensor to detect a one-dimensional bar codes such as a Universal Product Code (UPC) bar code, multi-dimensional bar codes such as a Quick Response (QR) code, Aztec Code, Data Matrix, Dataglyph, MaxiCode, PDF417, Ultra Code, Uniform Commercial Code Reduced Space Symbolology (UCC RSS)-2D bar codes, and other optical codes), acoustic detection components (e.g., microphones to identify tagged audio signals), or any suitable combination thereof. In addition, a variety of information can be derived via the communication components 740, such as location via Internet Protocol (IP) geo-location, location via WI-FI® signal triangulation, location via detecting a BLUETOOTH® or NFC beacon signal that may indicate a particular location, and so forth.

In various example embodiments, one or more portions of the network 732 can be an ad hoc network, an intranet, an extranet, a VPN, a LAN, a WLAN, a WAN, a WWAN, a MAN, the Internet, a portion of the Internet, a portion of the PSTN, a plain old telephone service (POTS) network, a cellular telephone network, a wireless network, a WI-FI® network, another type of network, or a combination of two or more such networks. For example, the network 732 or a portion of the network 732 may include a wireless or cellular network, and the coupling 724 may be a Code Division Multiple Access (CDMA) connection, a Global System for Mobile communications (GSM) connection, or another type of cellular or wireless coupling. In this example, the coupling 722 can implement any of a variety of types of data transfer technology, such as Single Carrier Radio Transmission Technology (1xRTT), Evolution-Data Optimized (EVDO) technology, General Packet Radio Service (GPRS) technology, Enhanced Data rates for GSM Evolution

(EDGE) technology, third Generation Partnership Project (3GPP) including 3G, fourth generation wireless (4G) networks, Universal Mobile Telecommunications System (UMTS), High Speed Packet Access (HSPA), Worldwide Interoperability for Microwave Access (WiMAX), Long Term Evolution (LTE) standard, others defined by various standard-setting organizations, other long range protocols, or other data transfer technology.

In example embodiments, the instructions 710 are transmitted or received over the network 732 using a transmission medium via a network interface device (e.g., a network interface component included in the communication components 740) and utilizing any one of a number of well-known transfer protocols (e.g., Hypertext Transfer Protocol (HTTP)). Similarly, in other example embodiments, the instructions 710 are transmitted or received using a transmission medium via the coupling 722 (e.g., a peer-to-peer coupling) to the devices 720. The term “transmission medium” shall be taken to include any intangible medium that is capable of storing, encoding, or carrying the instructions 710 for execution by the machine 700, and includes digital or analog communications signals or other intangible media to facilitate communication of such software.

Furthermore, the machine-readable medium is non-transitory (in other words, not having any transitory signals) in that it does not embody a propagating signal. However, labeling the machine-readable medium “non-transitory” should not be construed to mean that the medium is incapable of movement; the medium should be considered as being transportable from one physical location to another. Additionally, since the machine-readable medium is tangible, the medium may be considered to be a machine-readable device.

Throughout this specification, plural instances may implement components, operations, or structures described as a single instance. Although individual operations of one or more methods are illustrated and described as separate operations, one or more of the individual operations may be performed concurrently, and nothing requires that the operations be performed in the order illustrated. Structures and functionality presented as separate components in example configurations may be implemented as a combined structure or component. Similarly, structures and functionality presented as a single component may be implemented as separate components. These and other variations, modifications, additions, and improvements fall within the scope of the subject matter herein.

Although an overview of the inventive subject matter has been described with reference to specific example embodiments, various modifications and changes may be made to these embodiments without departing from the broader scope of embodiments of the present disclosure.

The embodiments illustrated herein are described in sufficient detail to enable those skilled in the art to practice the teachings disclosed. Other embodiments may be used and derived therefrom, such that structural and logical substitutions and changes may be made without departing from the scope of this disclosure. The Detailed Description, therefore, is not to be taken in a limiting sense, and the scope of various embodiments is defined only by the appended claims, along with the full range of equivalents to which such claims are entitled.

As used herein, the term “or” may be construed in either an inclusive or exclusive sense. Moreover, plural instances may be provided for resources, operations, or structures described herein as a single instance. Additionally, boundaries between various resources, operations, modules,

engines, and data stores are somewhat arbitrary, and particular operations are illustrated in a context of specific illustrative configurations. Other allocations of functionality are envisioned and may fall within a scope of various embodiments of the present disclosure. In general, structures and functionality presented as separate resources in the example configurations may be implemented as a combined structure or resource. Similarly, structures and functionality presented as a single resource may be implemented as separate resources. These and other variations, modifications, additions, and improvements fall within a scope of embodiments of the present disclosure as represented by the appended claims. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense.

What is claimed is:

1. A computer-implemented method comprising:

receiving, by one or more processors, a user request from a user to access a travel services system;

receiving, by the one or more processors, a token from the user that corresponds to a previously purchased subscription to the travel services system;

determining, by the one or more processors, whether the token matches one of a plurality of valid tokens;

in response to determining that the token matches one of a plurality of valid tokens, prompting, by the one or more processors, the user to select a start date to begin reserving one or more travel services with the travel services system;

retrieving a subscription duration from the one of the plurality of valid tokens that matches the token received from the user;

computing an end date by adding the subscription duration to the start date;

training a machine-learning model to associate classifications with users based on travel services activities of the users with respect to the travel services system and using a regression model to estimate coefficients of the machine-learning model, wherein the travel services activities of the users used to train the machine-learning model comprise quantities of reservations made by the users, transportation criteria for the users, subscription durations of the users, distances to travel destinations for the users, margin amounts for the users, reservation frequencies of the users, and cancellation frequencies of cancellations by the users, and wherein the classifications represent activity levels for the users;

generating a classification for the user based on (i) the coefficients of the machine-learning model, as trained, and (ii) travel service activities of the user;

searching a list of travel services available for a travel date that is after the start date and before the end date to identify a subset of the list of travel services as candidate travel services in which each of the candidate travel services has a respective cost that is greater than a minimum travel value of the previously purchased subscription and is less than a maximum purchase amount;

filtering the candidate travel services using the classification for the user generated by the machine-learning model, as trained;

automatically causing interactive visual representations of the candidate travel services, as filtered, to be displayed in a graphical user interface, each of the interactive visual representations being selectable by the user to automatically reserve a respective one of the candidate travel services, as filtered; and

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based on a selection of one of the interactive visual representations by the user, automatically reserving one of the candidate travel services corresponding to the interactive visual representation selected by the user without requiring the user to navigate through a check-out or payment process.

2. The computer-implemented method of claim 1, wherein training the machine-learning model to associate the classifications with the users further comprises:

accessing a plurality of training data comprising the travel service activities of the users;

processing the plurality of training data by the machine-learning model to estimate one or more classifications; obtaining a known classification from the training data; and

updating one or more parameters of the machine-learning model based on a relationship between the one or more classifications, as estimated, and the known classification.

3. The computer-implemented method of claim 1, further comprising storing the token in response to receiving a one-time payment.

4. The computer-implemented method of claim 1, further comprising:

storing a plurality of tokens each corresponding to a respective previously purchased subscription in the travel services system in response to receiving a one-time payment; and

providing one of the plurality of tokens as the token to the user.

5. The computer-implemented method of claim 1, wherein the token remains valid for a specified period of time from when the token is stored.

6. The computer-implemented method of claim 5, wherein the specified period of time is 12 months.

7. The computer-implemented method of claim 1, wherein the token comprises a sequence of alphanumeric characters, a barcode, a video, or an image.

8. The computer-implemented method of claim 1, further comprising, after authorizing the user:

receiving travel information with the travel date for the user after the start date and before the end date;

computing an estimated subscription value as a function of a booking date and the travel date; and

determining the minimum travel value and the maximum purchase amount based on the estimated subscription value.

9. The computer-implemented method of claim 8, wherein:

the estimated subscription value is computed as a function of an amount paid for the token and a subscription duration associated with the token;

the booking date is a current date on which the selection is received; and

the estimated subscription value comprises an accumulated value portion and an amortized value portion.

10. The computer-implemented method of claim 9, further comprising computing the accumulated value portion of the estimated subscription value by:

determining a time interval between the booking date and the travel date; and

determining the accumulated value portion over the time interval.

11. The computer-implemented method of claim 10, wherein:

the time interval is monthly; and

the computer-implemented method further comprises:

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determining a number of months between the booking date and the travel date, wherein the estimated subscription value is computed as a function of an estimated monthly subscription cost associated with the previously purchased subscription of the user and the number of months.

12. The computer-implemented method of claim 9, further comprising computing the amortized value portion of the estimated subscription value by:

determining an estimated annual cost of the previously purchased subscription of the user;

dividing the estimated annual cost by a specified repeated time interval in a year;

determining a number of times the specified repeated time interval repeats between the booking date and the travel date; and

computing the amortized value portion as a function of the estimated annual cost, as divided, and the number of times, as determined.

13. The computer-implemented method of claim 9, wherein the minimum travel value is determined based on a percentage of the accumulated value portion.

14. The computer-implemented method of claim 9, wherein the maximum purchase amount is determined as a function of the amortized value portion and the accumulated value portion.

15. The computer-implemented method of claim 8, further comprising:

preventing the user from reserving additional travel services of the one or more travel services until the one of the candidate travel services corresponding to the one of the interactive visual representations selected by the user expires or is consumed by the user.

16. A system comprising:

one or more processors;

one or more non-transitory computer-readable media;

a set of instructions stored in the one or more non-transitory computer-readable media, the set of instructions configuring the one or more processors to perform operations, the operations comprising:

receiving a user request from a user to access a travel services system;

receiving a token from the user that corresponds to a previously purchased subscription to the travel services system;

determining whether the token matches one of a plurality of valid tokens;

in response to determining that the token matches one of a plurality of valid tokens, prompting the user to select a start date to begin reserving one or more travel services with the travel services system;

retrieving a subscription duration from the one of the plurality of valid tokens that matches the token received from the user;

computing an end date by adding the subscription duration to the start date;

training a machine-learning model to associate classifications with users based on travel services activities of the users with respect to the travel services system and using a regression model to estimate coefficients of the machine-learning model, wherein the travel services activities of the users used to train the machine-learning model comprise quantities of reservations made by the users, transportation criteria for the users, subscription durations of the users, distances to travel destinations for the users, margin amounts for the users, reservation frequencies of the

users, and cancelation frequencies of cancelations by the users, and wherein the classifications represent activity levels for the users;

generating a classification for the user based on (i) the coefficients of the machine-learning model, as trained, and (ii) travel service activities of the user; 5

searching a list of travel services available for a travel date that is after the start date and before the end date to identify a subset of the list of travel services as candidate travel services in which each of the candidate travel services has a respective cost that is greater than a minimum travel value of the previously purchased subscription and is less than a maximum purchase amount; 10

filtering the candidate travel services using the classification for the user generated by the machine-learning model, as trained; 15

automatically causing interactive visual representations of the candidate travel services, as filtered, to be displayed in a graphical user interface, each of the interactive visual representations being selectable by the user to automatically reserve a respective one of the candidate travel services, as filtered; and 20

based on a selection of one of the interactive visual representations by the user, automatically reserving the one of the candidate travel services corresponding to the interactive visual representation selected by the user without requiring the user to navigate through a checkout or payment process. 25

17. The system of claim 16, wherein the subscription duration is 60 days. 30

18. The system of claim 16, the operations further comprising storing the token in response to receiving a one-time payment.

19. The system of claim 16, the operations further comprising: 35

storing a plurality of tokens each corresponding to a respective previously purchased subscription in the travel services system in response to receiving a one-time payment; and 40

providing one of the plurality of tokens as the token to the user.

20. A non-transitory computer-readable storage medium comprising instructions stored thereon that are executable by at least one processor to cause a computing device to perform operations, the operations comprising: 45

receiving a user request from a user to access a travel services system;

receiving a token from the user that corresponds to a previously purchased subscription to the travel services system; 50

determining whether the token matches one of a plurality of valid tokens;

in response to determining that the token matches one of a plurality of valid tokens, prompting the user to select a start date to begin reserving one or more travel services with the travel services system;

retrieving a subscription duration from the one of the plurality of valid tokens that matches the token received from the user;

computing an end date by adding the subscription duration to the start date;

training a machine-learning model to associate classifications with users based on travel services activities of the users with respect to the travel services system and using a regression model to estimate coefficients of the machine-learning model, wherein the travel services activities of the users used to train the machine-learning model comprise quantities of reservations made by the users, transportation criteria for the users, subscription durations of the users, distances to travel destinations for the users, margin amounts for the users, reservation frequencies of the users, and cancelation frequencies of cancelations by the users, and wherein the classifications represent activity levels for the users;

generating a classification for the user based on (i) the coefficients of the machine-learning model, as trained, and (ii) travel service activities of the user;

searching a list of travel services available for a travel date that is after the start date and before the end date to identify a subset of the list of travel services as candidate travel services in which each of the candidate travel services has a respective cost that is greater than a minimum travel value of the previously purchased subscription and is less than a maximum purchase amount;

filtering the candidate travel services using the classification for the user generated by the machine-learning model, as trained;

automatically causing interactive visual representations of the candidate travel services, as filtered, to be displayed in a graphical user interface, each of the interactive visual representations being selectable by the user to automatically reserve a respective one of the candidate travel services, as filtered; and

based on a selection of one of the interactive visual representations by the user, automatically reserving the one of the candidate travel services corresponding to the interactive visual representation selected by the user without requiring the user to navigate through a checkout or payment process.

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